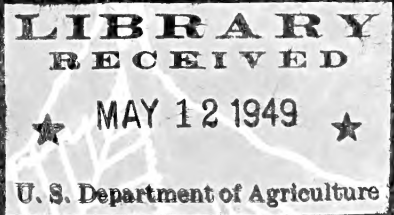


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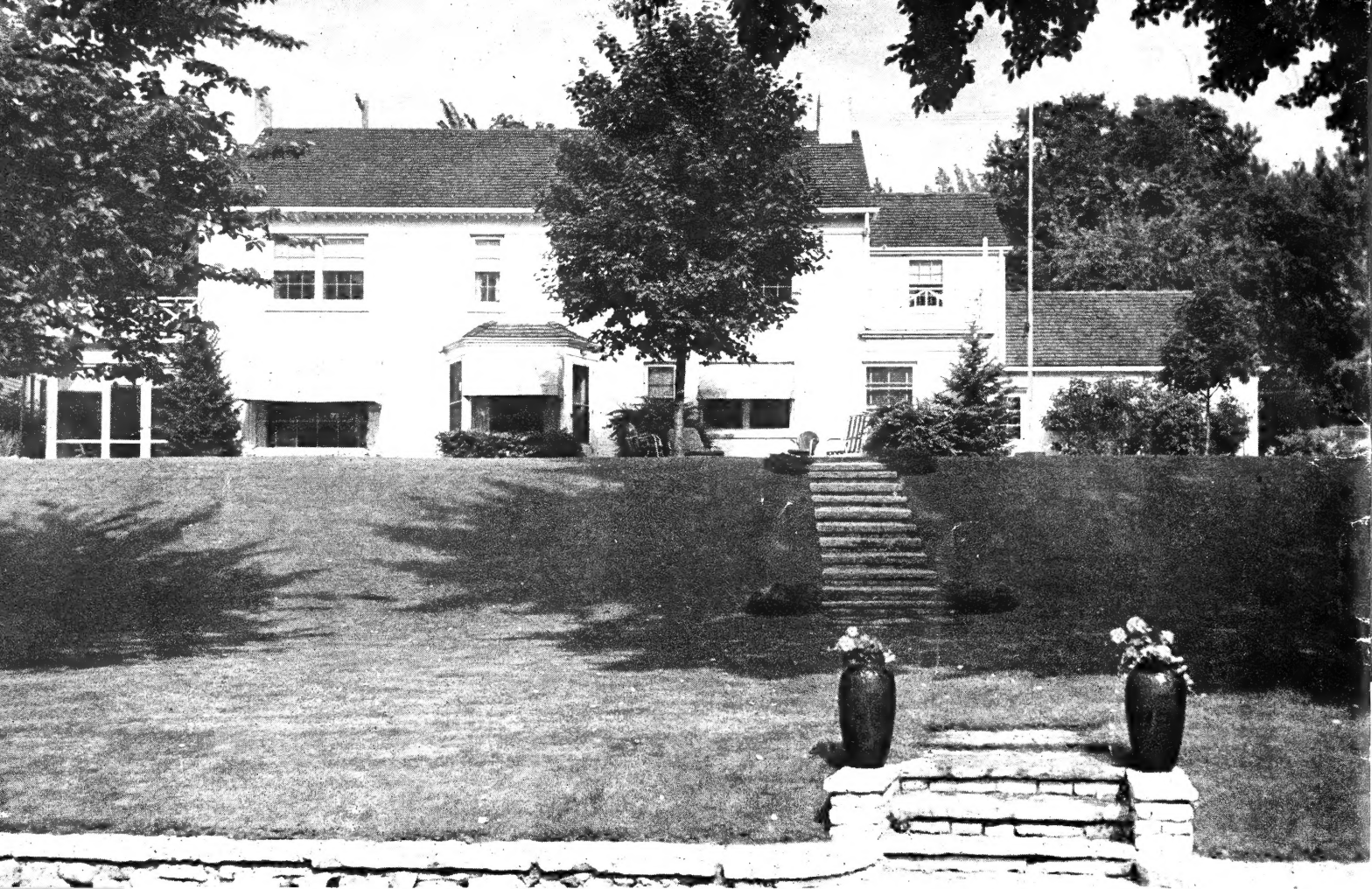
McKay

NURSERY COMPANY

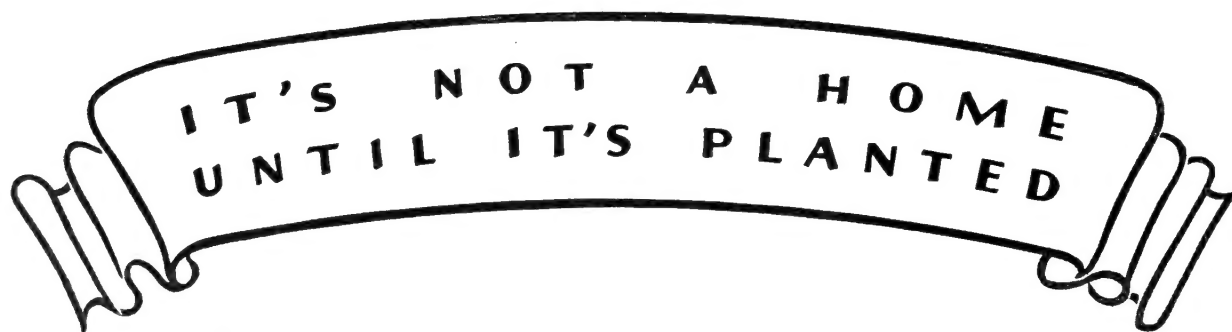
GENERAL OFFICES • MADISON, WISCONSIN

NURSERIES • WATERLOO, WISCONSIN

WISCONSIN'S GREATEST NURSERY



A charming home grounds well planned and well cared for by its owner, that has made this a home of beauty, pleasure, and contentment. Notice the artistic arrangement of plant materials which enhance the beauty and effective appearance of this home of Mr. and Mrs. Leo J. Weix, Oconomowoc, Wis.



fortunate is the child who spends his impressionable years amid the beauty of trees, plants, and growing things. Nature's handiwork leaves an indelible stamp on his character.

"It's not a home until it's planted." If you live in the city especially, natural beauty outside your home is as important for your children, as comfort and cheer inside.



W. G. McKay
President and General Manager

**These are the
Key Men in the
McKAY
ORGANIZATION
Who Serve You in
the Growing and
Distribution of
McKAY PRODUCTS**

GREETINGS

For Over Half a Century . . . Ours has been the pleasant privilege of helping make homes more beautiful and orchards more productive. We truly believe in the slogans, "It's Not a Home Until It's Planted" and "It's Not a Farm Without an Orchard."

It was before the turn of the century that McKay's was started. Today it has grown to be "Wisconsin's Greatest Nursery", and we are proud of that fact. All of our various departments are headed by men with long experience in the nursery business and our nurseries have never been stocked with finer, more hardy varieties.

As with all previous McKay catalogs, this edition can be a valuable aid in supplying information and suggestions helpful to your nursery problems. We hope you will keep it as a reference book.

Sincerely,

W. G. McKay



KARL JUNGINGER
*Vice-President and Sales Mgr.
and Mgr. of Nursery Production*



WILLARD H. GORMAN
*Secretary-Treasurer
Office Manager*



EDWARD A. PETRANEK
*Vice-Pres.—Chief Landscape Architect
and Mgr. Landscape Dept.*



EDWARD RIESOP
General Nursery Foreman



VICTOR HEIDEMANN
*Ass't Nursery Foreman—Supt.
of Grading and Shipping Dept.*



ARNO W. KURTH
Graduate Landscape Architect

Residence of
The Most Reverend
William P. O'Connor
Bishop of Madison

We present this view to the right, as an example of our work on large estates. Just as no grounds are too small, likewise no grounds are too large for our landscape architects to work on.

Note the charming arrangement of trees, evergreens, and shrubs that help to enhance and beautify the fine architecture of the house itself.



The HOME BEAUTIFUL ~

HOME OWNERSHIP

Love of home is universal—a theme popular in song and story down through the ages. There is no more worthy ambition than the desire to own one's home and to make home life happier, more wholesome, more enjoyable by the beautification of the home grounds. Home is where we spend our happiest hours. Hence the marked trend in American life of making homes more beautiful both inside and out—of developing homes that will live everlastingly in the memory of those reared in their environs.

PRIDE

Home owners have become increasingly conscious of the importance of proper planting. Today the home grounds receive justified consideration comparable with that given to the interior of the dwelling. Only our friends see our living room, but everyone sees our home grounds. Genuine pride in home ownership, therefore, is scarcely possible without grounds that have been properly and attractively planted.

ABOVE: A foundation planting of simplicity and economy. Note the low spreading type of Evergreens used, with the low rambling type of house. A beautiful lawn completes the picture.

Home of
Mr. and Mrs. Al Johnson,
Madison, Wis.

On this page and throughout our catalog, you will see photographs of homes that were designed and landscaped by the McKay Nursery Co. In some cases the owner planted the stock himself; in other cases it was planted by skilled men in our organization. Our landscape architects will be glad to counsel and co-operate with you toward achieving similar results. We are prepared to serve you reliably, efficiently and at a reasonable cost.

RIGHT: Just enough Evergreen to soften the lines of this beautiful home. You will never tire of the simplicity of this planting. It is easy to care for and always presents a "dressed up" appearance.

Home of
Mr. and Mrs. R. E. "Bob" Tyson,
2306 Kendall Ave., Madison, Wis.





Residence of
Gov. and Mrs.
Oscar Rennebohm
Maple Bluff — Madison, Wis.

LEFT: A glorious combination of McKay's Evergreens, trees, shrubs and Roses, that make this home and grounds, the pride and joy of the Governor and his family.

SOCIAL VALUE

Man is judged very often by the clothes he wears. The home, whose innermost recesses are not observable by the public generally, makes its impression by the clothes it wears too, by its exterior appearance—in a large measure by its planting. When one takes a Sunday drive, invariably attention is attracted to the homes whose grounds reflect the owner's thoughtfulness and care. Whether a home is located in the city or in the country, whether it is a mansion or a modest dwelling, few features of that home enhance its social value to the owner as does a well-arranged planting of well-selected nursery stock in thriving condition. A well-planted home leaves a lasting impression.

A GOOD INVESTMENT

The social and monetary value of the home is increased greatly by proper planting. Property values are increased beyond the cost involved. Attractive planting adds to the joy of living and helps provide a wholesome environment for the children. These are values which are beyond measurement. No similar home investment yields as much pleasure.

Make your home more beautiful, more valuable by planting hardy, northern grown stock from Wisconsin's Greatest Nursery. McKay's nursery stock is the very finest that can be grown.



The public area is simple, yet artistic. Since the house is the center of any home and ground activity, the "dressing up" of this property was done to show this house off to the public at its best.



It's "Not a Home — until its Planted"

ABOVE: Note the charming arrangement of Evergreens and other plant materials that help to enhance and beautify the fine architecture of this house.

Home of **Mr. and Mrs. Adolph Bolz**,
Maple Bluff, Madison, Wis.

FOLLOW A DEFINITE PLAN

For every home and grounds there is some one best way of landscape development that will make it the most beautiful and serviceable. We study your needs and provide a landscape plan that best fits the situation.

RIGHT: Would you suspect that the above planting is screening out an alley, the rear yards and rear view of "Main Street" store buildings, in a small town? That's what it's done and it did it very effectively as you can see. The owner of this property operates a general merchandise store on "Main Street" and lives in a home behind the store. Our landscaping of this home grounds has separated the two parts of this property effectively and given his home grounds the beauty of a country estate.

Home of **Mr. G. A. Lehnerr**, Belleville, Wis.

It's "Not a Home Until It's Planted"

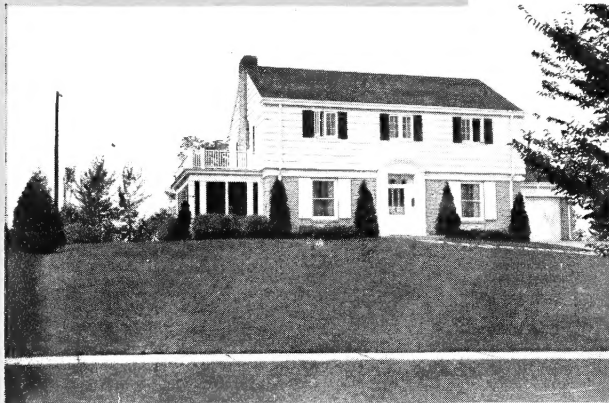
RIGHT: Can you imagine a lovelier, more home-like "Outdoor Living Room", enclosed with a living wall of shrubs and bordered with Roses, flowers and bulbs that radiate color, fragrance and beauty, from early spring until frost.

Home of
Mr. and Mrs. Lester J. Blumer,
Madison, Wis.

The Blumers' two children are indeed lucky to grow up in this environment. Fortunate are the children who spend their impressionable years amid the beauty of trees, plants, flowers and growing things.



These plantings as well as all the other plantings presented throughout this catalog, were designed and planted by the McKay Nursery Company. These photographs show the pleasing landscape improvements that good planting and good nursery stock can accomplish.



ABOVE

Look at this house before planting; while embodying very good architecture, it still looks lonesome and unfinished.

Look at the result after planting, demonstrating the magic touch of good landscaping, whether your house is of stone, brick or wood; whether it be a mansion or a cottage.

Home of
Mr. and Mrs. Ralph J. Williams,
Nakoma; Madison, Wis.

RIGHT: This photo portrays an older home that was built in an era of 25 years past. In its day, its architecture and style were considered the best of the period.

Its owner thought well enough of this home to modernize its landscape architectural setting, and thereby transform its appearance from that of "just another house" to one more in harmony with today's better homes.

Possibly you have just such a home and grounds that our landscape architects can help you modernize and transform.



OUR LANDSCAPE SERVICE

The service facilities of our Landscape Department have been enlarged and improved to accommodate the growing demand for expert assistance in the formation of landscape plans.

It is well to bear in mind that it is just as essential to have a good landscape plan for the home grounds as it is to have a plan for the construction of the dwelling itself. The right landscape plan, as developed by this department, will assure you of a proper planting for your home.

In rearranging your planting or in planning a detailed blue print of the new home beautification plans, you will find that our experienced Landscape Department can be very helpful. The services of this department are offered without charge when McKay Nursery Stock is purchased. If you are planning any elaborate planting, it will be worth your while to secure the complete details of this plan, either from the McKay representative when he calls, or by writing direct to the McKay Nursery Company.

RIGHT: A simple yet dignified planting of an office building. A worth while investment in civic pride and employee morale; by the Gisholt Machine Co., Madison, Wis.



Landscaping of Public Properties

Correct Planning

Correct planning is an art. Just as engineers and building architects are necessary in the planning and erection of your building, so are the services of a landscape architect necessary to properly beautify its grounds. The photographs on this page show our accomplishments in creating pleasing appearances of industrial plants, public buildings, schools and cemeteries. It shows what good planning, good planting and good nursery stock can do.

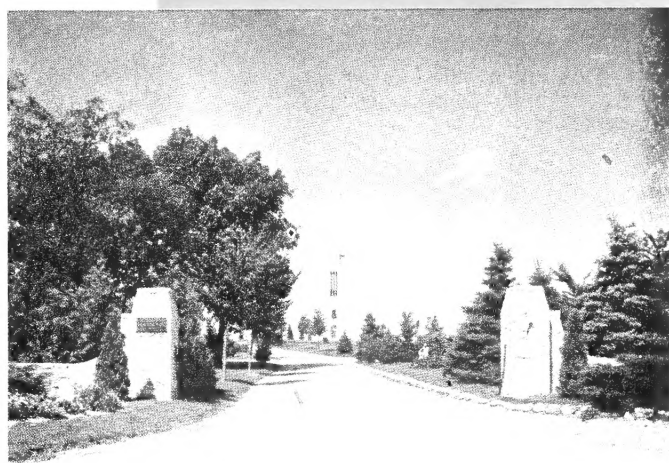
Civic Pride

Increasing interest in the beautification of industrial plants, public buildings, parks, cemeteries, etc., is being evinced each year. It has been our privilege to handle numerous projects of this kind. We have a complete landscape organization to design the plans, furnish the stock and carry out the work. This enables us to render a complete service to our clients, economically. This combination of services is advantageous, for it eliminates unnecessary supervision and detail and centers the responsibility in one organization.

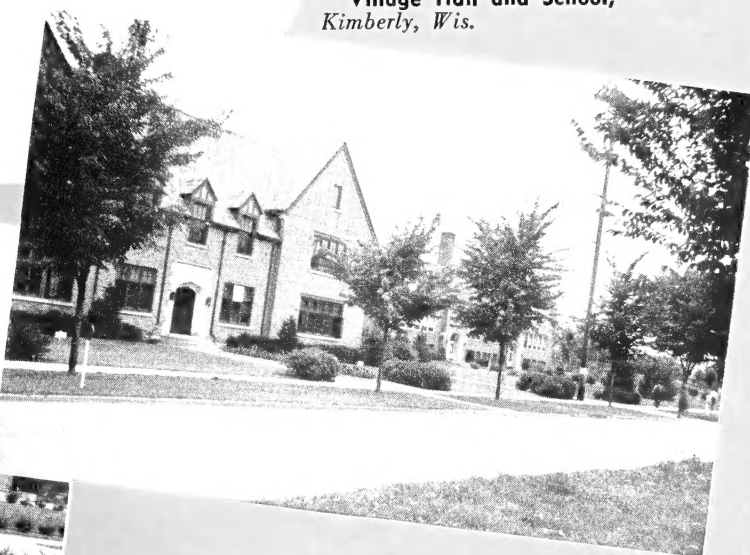
Consult Us

As Wisconsin's largest growers of nursery stock, we have an unexcelled selection of evergreens, trees and shrubs to choose from. Just as we furnished these properties with the best, so we can do the same for you.

BELOW: The beautiful "Roselawn Memorial Park" Cemetery, Madison, Wis.



BELOW: A planting that is tangible proof of a progressive community. Photo shows a beautiful Village Hall and School Ground landscaping. In addition, this community has a systematic Street, Boulevard and Park planting that befits a community many times larger.
Village Hall and School,
Kimberly, Wis.



High School at Appleton, Wis.

LEFT: Another instance where a public investment in landscaping pays large dividends in added Beauty—Beauty that is priceless.



A Story in Pictures

ANOTHER EXAMPLE OF MCKAY'S
ARTISTIC DESIGNING AND PLANTING

These Photographs
Speak for Themselves



Approved by GOOD HOUSEKEEPING

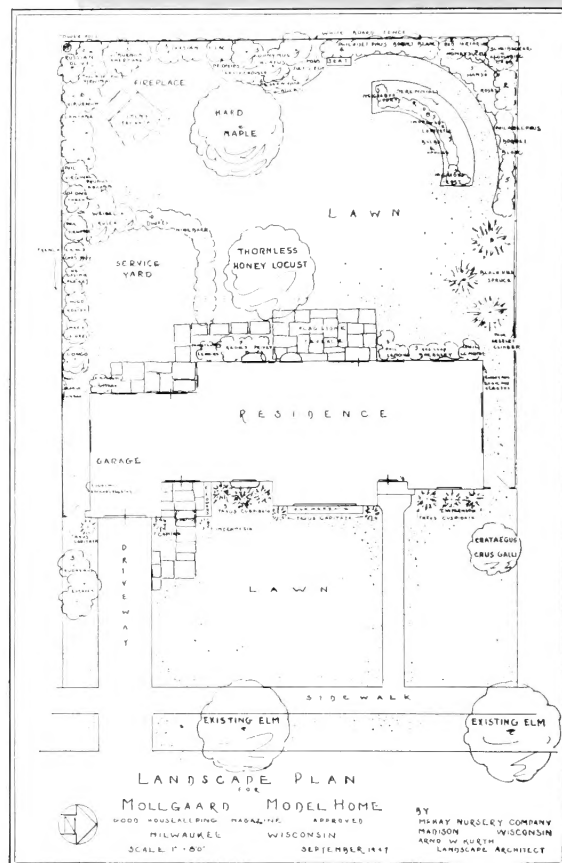
This home was constructed by Mr. and Mrs. Nic Mollgard, at 2654-N. 84th St., Milwaukee, Wis.

All plans were approved by "Good Housekeeping." Details and pictures of this home appeared in "Good Housekeeping" Magazine.

Wisconsin's Greatest Nursery is proud to have been chosen to landscape this beautiful home; which is up to the minute in every detail of planning and construction. After the landscape plan was carefully worked up by McKay's Landscape Architects, it was sent to "Good Housekeeping" for approval. Each of the more than 40 varieties of plants, used to develop this planting, was carefully picked from McKay's wide selection of beautiful hardy trees, shrubs and Evergreens.

"It's Not a Home - Until It's Planted"

Just as we were able to landscape these home grounds and make them beautiful and enjoyable, so we can do the same for you.



McKAY'S Beautiful Shrubs

Under the classification of Ornamental Shrubs you will find a great variety of plants; some of them valued for the beauty of flowers, others for foliage, fruit or bark colorings, and some for both flowers and foliage. Charming effects are quickly obtainable with these shrubs and they become increasingly beautiful with the years. The grace of shrubbery to augment the beauty of the home grounds is an invaluable asset. With proper selection of plants, it is possible to have a diversity of color and a succession of blossoms from early spring until late fall.

If they are properly planted, shrubs require very little care: occasional pruning is necessary to keep some from getting too wide, others from growing too tall. The soil should be stirred periodically for the first few years.

In the descriptions that follow, we have indicated the approximate height of the shrub at maturity, the color of flowers, time of bloom, fruit, bark and other characteristics.

The varieties listed embody the customary McKay standards of excellence and can be recommended to our customers and friends.

HONEYSUCKLE

Lonicera

VIGOROUS—HARDY
BEAUTIFUL

For Screen Hedges and
Background Planting



Red Honeysuckle

This is one of the most useful of all tall growing, upright shrubs, being indispensable for background work. A hedge of Honeysuckle makes as fine and pretty a screen as you could wish. It grows very rapidly, gaining a height of 6 to 10 feet at maturity when untrimmed, but can be kept trimmed to any height desired. Blooms the latter part of May, starting with beautiful flower buds, which open fully in a few days. Foliage luxuriant and bright green. Its chief claim though, is its wealth of orange and red berries, which so beautifully cover the plant in the summer. It is very hardy and grows well in any kind of soil: sand, loam, or clay. Does well in shade or sun.

Upright Types

RED (Zabell's Honeysuckle). A new red Honeysuckle with glowing red flowers. Profuse bloomer. Deep green foliage. A marvelous improvement in the Honeysuckle family. Grows 6 to 8 feet.

See picture above.

PINK TARTARIAN. The lovely old-fashioned variety with pink flowers. 8 to 12 feet.

BELLA ALBIDA (White Bell). White flowers. Fruits heavily. Strong grower. 8 to 12 feet.

Spreading Type

MORROWI (Morrow's Honeysuckle). Grows 4 to 6 feet. A splendid shrub with somewhat spreading or horizontal branches. It has creamy white flowers in May and June followed by a multitude of orange-colored berries in August. A hardy shrub suitable for dry upland situations, poor soils, and shady places.



Euonymus Alatus

EUONYMUS - Burning Bush

(Strawberry or Spindle Tree)

ALATUS. (Winged Bark or Cork Bark Euonymus.) An outstanding shrub carrying shiny leaves, green through the summer, turning to brilliant rose in the fall. Produces red fruit in the fall, resembling Bittersweet berries. Its curious cork bark and winged projections on the branches make it attractive in winter. Adaptable to shade or sun. Grows 4 to 6 feet. A shrub of distinction.

See picture above.

ALATUS COMPACTUS. (Dwarf Euonymus.) A dwarf type of the above but thicker, bushier and more compact. Grows 3 to 4 feet.

EUROPAEUS. (European Burning Bush.) A tall slender shrub with green bark and dark green leaves that remain green very late in the fall. It is an exceptionally heavy fruit bearer in the fall. Grows 8 to 12 feet.

ATROPURPUREUS (Burning Bush -Wahoo.) Tall growing, 7 to 10 feet high, native shrub with large leaves. Like the Europacus, it produces an abundance of attractive bright red berries in the fall which are carried well into the winter.

BERBERIS - Barberry

THUNBERG'S BARBERRY. (Japanese.) 2 to 3 feet. Of low, spreading growth, forming a dense bush. The twiggy branches are covered with brilliant scarlet berries. The foliage takes a splendid autumn coloring of gold and scarlet. This variety is immune from disease and does not carry rust to wheat. Very good for low hedge.

RED LEAF BARBERRY (Atropurpurea). A shrub of medium height, with bronze-red foliage. An exact reproduction of the Japan Barberry in leaf and fruit formation. The scarlet berries remain throughout the winter. A valuable plant to give color in landscape work. Needs sunny exposure to retain the red leaf.

See picture.





Almond

ALMOND - *Amygdalus*

PINK FLOWERED DOUBLE. Early in the spring before other shrubs have budded, the Flowering Almond is covered with pink Rose-like blossoms. Does best when planted in a protected place, yet should be placed in a fairly prominent location where the early flowers can display their full beauty. 3 to 5 feet. **See picture above.**

AMELANCHIER

CANADENSIS (Juneberry or Downy Shadblow). A large shrub, growing 10 to 15 feet high with attractive white flowers in early spring, followed by dark red fruit attractive to birds.

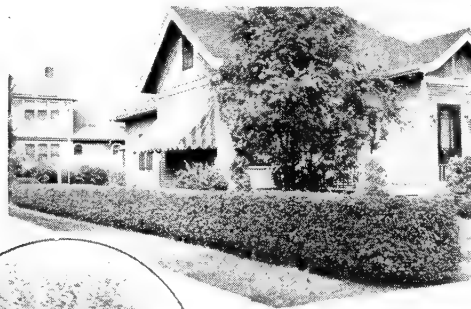
ARONIA

ARBUTIFOLIA (Red Chokeberry). A native shrub of distinctive beauty and easy culture. Covered with white flowers in early spring, followed by bright red berries which last all winter. Foliage turns red in fall.

MELANOCARPA (Black Chokeberry). Similar to *Aronia Arbutifolia* except that it is a much slower grower and that its berries are black instead of red.

BUFFALO BERRY - *Shepherdia*

ARGENTEA. A silver-leaved shrub growing to 12 feet, much like the Russian Olive. Very hardy. Branches are spiny or thorny when young. Yellow, inconspicuous flowers in May followed by grayish berries. Used for color contrast in mass plantings.



COTONEASTER

ACUTIFOLIA. A dense growing shrub with dark green, glossy, oval leaves. The best hedge plant for the Northwest. Definitely hardy, resembling Privet. It is becoming the favored hedge plant where Privet is not hardy. 4 to 5 feet.

DIVARICATA. An upright spreading shrub, 3 to 4 feet high, with small glossy leaves and a profusion of rose-tinted flowers in June. Bright red berries in September.

MULTIFLORA. Upright spreading shrub 6 to 8 feet, with white flowers. In the fall it is almost completely covered with large red berries the full length of the branches. Gray-green foliage.

WILSONI. A reasonably hardy Cotoneaster, with foliage similar to the *Acutifolia*, but more spreading in habit.

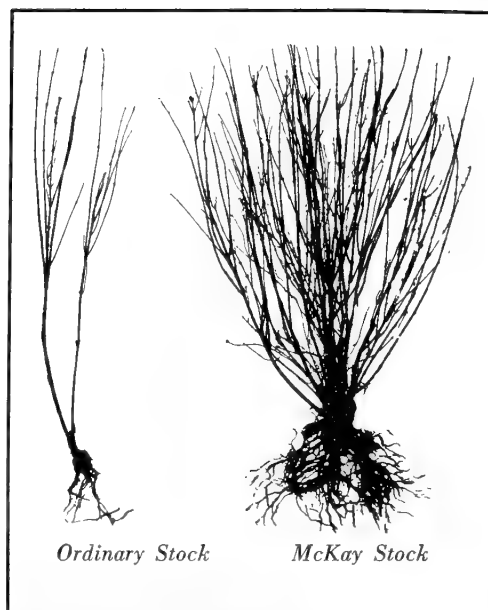
CARAGANA

ARBORESCENS (Siberian Pea Tree). A tall shrub or small tree, with clusters of small yellow flowers in June. It is an ideal hedge for the North, as it is a strong, thrifty grower, and can be sheared at any height. Does well in dry and sandy soils.

ALPINE CURRANT - *Ribes*

This is a dwarf, compact and dense shrub, growing 3 to 4 feet high. Alpine Currant leaves out in early spring. Inconspicuous yellow flower in June. Excellent for hedges, either trimmed or untrimmed. Does well in shade, and in poor and sandy soils.

← See picture.



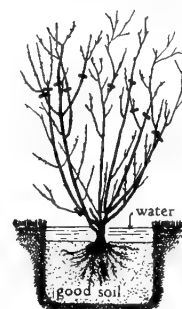
Ordinary Stock

McKay Stock

What a Whale of a Difference a Few Cents Make!



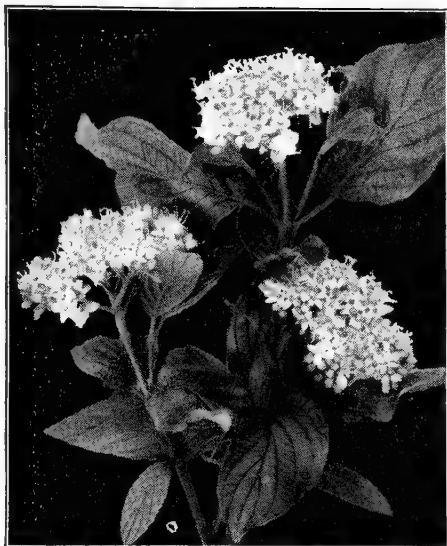
Cotoneaster Hedge



PLANTING SHRUBS

1. **PLANT:** Firmly in large holes, with roots spread out in good rich soil (from garden if necessary).
2. **WATER:** Soak hole with water several times before filling in soil completely.
3. **PRUNING:** Cut off at least one-third of tops, as shown in diagram.
4. **MULCH:** Use hay, straw or leaves.

Note: We furnish complete instructions for planting, pruning, and care of plants with every order.



Cornus Sibirica (Red Twig Dogwood)

CORNUS - Dogwood

Splendid Material for Winter Effects and So Desirable in Mass Plantings

Here are hardy and vigorous shrubs, most of which thrive in moist, fertile soils. In addition to the showy flowers and fruits which characterize most of the species, all are very attractive in winter because of the brilliant colored bark of the young shoots and twigs.

BAILEY'S. A very handsome variety of upright growth with dark red branches. The fall color of foliage and winter color of twigs are unequaled. Well adapted to sandy soil. 5 to 6 feet.

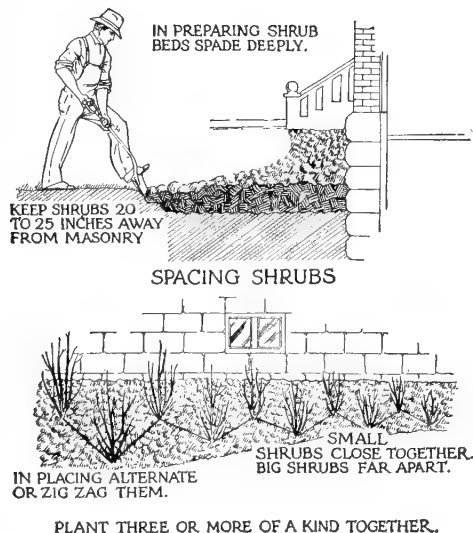
PANICULATA (Gray Dogwood). Gray-stemmed Dogwood, thickly branched, round headed with a profusion of creamy white flowers in June, followed by white fruits borne on bright red stems. The leaves turn red in fall. Grows 4 to 5 feet. Adapted to dry and sandy soils.

SIBERIAN DOGWOOD (Alba). Showy blood-red branches make this one of the most interesting plants for the wintertime landscape. In summer it presents an excellent foliage. White flowers in June followed by white berries in September. A good shrub for backgrounds or mass plantings. 5 to 6 feet.

STOLONIFERA. A hardy shrub with bright red branches in winter. Fragrant clusters of white flowers in June followed by white berries. 6 to 8 feet.

YELLOW DOGWOOD (Lutea var. flaviramea). Bright yellow bark in winter; particularly effective when planted with the red-branched Dogwood.

How to Plant Shrubs



PLANTING DISTANCES

Low shrubs 1½ to 2½ feet apart
Medium shrubs 3 to 4 feet apart
High shrubs 4 to 6 feet apart

DEUTZIA

LEMOINE. This variety is dwarf, attaining a height of 3 to 4 feet. It has spreading branches, bright green leaves, and handsome large white flowers in clusters in June.

PRIDE OF ROCHESTER. Blooms in May. Flowers double, white, tinged with rose on the outside. In some localities should be given winter protection.

ELDER - Sambucus

CANADENSIS (American Elder). A large shrub with ornamental foliage. White flowers borne in large panicles in June, followed by lasting reddish purple berries.

CUT-LEAF ELDER. One of the best cut-leaved shrubs. A valuable variety with elegantly divided leaves. Height 4 to 6 feet.

GOLDEN ELDER. The golden yellow beauty of its foliage contrasts with the green of other shrubs; large flat, white flowers. A handsome shrub for contrast or massing. 6 to 8 feet.

KERRIA - Jetbead

Large single white flowers, 1½ inches wide, in June; followed by clusters of shining jet black fruits in the fall. Beautiful dark green rugose foliage. 3 to 5 feet.

FORSYTHIA - Golden Bell

In All Its Golden Splendor, Gives Early Spring a Royal Welcome

The yellow flowers of the Forsythia are the first reminders of spring, usually blooming in late April; sometimes even before the snow is gone. They grow strong and vigorous with their many branches covered with bright yellow flowers.

OVATA. The newest, hardest and prettiest Golden Bell. Grows in a compact oval bush. Magnificent sprays of bright yellow flowers in late April. Here is a Forsythia that can be used as a specimen plant. 4 to 5 feet. The hardest of the Forsythias.

FORTUNE'S. A handsome form, with slightly drooping branches, growing from 5 to 7 feet. Semi-hardy.

INTERMEDIA. A larger and more erect variety of the above, growing from 6 to 8 feet. Hardy.

QUINCE - Cydonia

Japan Quince has double orange-scarlet flowers in early spring, before the foliage. Needs winter protection. 4 to 6 feet.



Hedge of Privet Amour River North.

PRIVET Ligustrum

It is as a hedge plant that Privet is pre-eminent. It is the most extensively used of all hedging plants. Privet hedge may be kept at any height, short or tall, and regular shearing will preserve a perfectly even surface.

A single row of plants will make a good hedge; a fuller and more compact one can be made by planting two rows zig-zag with the plants at apexes of nine-inch (approx.) triangles. When set out, the plants should be cut back to a few inches. The next spring they can be cut back to 6 or 8 inches. This, repeated, will form a dense and widely branching growth. In this latitude in severe winters the tops may kill back but soon recover.

AMOUR RIVER NORTH PRIVET. The hardest of the Privets and the best of the hedging plants. Hardy foliage, glossy green holding its color well into the fall. Recommended for Southern Wisconsin.

REGEL'S PRIVET. A low, dense growing shrub 3 to 4 feet in height, with graceful horizontal branches. It has small flowers, followed by beautiful blue berries that last through the winter. A hardy and an admirable shrub for most every purpose.

THE USES of HEDGES

Hedges play an important part in the development of a home. They can be used to enclose a property, giving it a sense of unity; to edge the sides of a lot forming a barrier to trespassing; to screen out unsightly views; or as a windbreak.

They can be grown trimmed or untrimmed. Usually the lower growing types of hedges are trimmed, while the taller kinds are left to grow natural.

The closer together the plants are planted, the sooner and the better hedge they form.

The following plants can be considered for hedge planting:

	Height of Hedge	Planting Distance
Alpine Currant	2 to 3'	1½ to 2'
Barberry: Thun. or Red	2'	1½ to 2'
Privet Amour River North ..	2 to 4'	9 to 12"
Spirea Opulifolia Nana	2 to 4'	2'
Cotoneaster	3 to 4'	9 to 12"
Philadelphus Lemoine	3 to 5'	2 to 3'
Spirea Van Houttei	4 to 5'	2 to 3'
Viburnum Dentatum	4 to 6'	3'
Lilacs: Common and Persian ..	6 to 8'	3'
Honeysuckle: Upright form ..	7 to 10'	2 to 3'
Chinese Elm	10 to 20'	1 to 3'



Hydrangea Pee Gee

HYDRANGEA

Gorgeous Summer and Fall Blooming Hydrangeas are Showy Favorites for the Landscape

Grand, free-flowering shrubs with large panicles of showy flowers. They are admirably adapted for border planting, either as specimen plants or masses. Flourish best in moist, fertile soil.

ARBORESCENS GRANDIFLORA (Hills of Snow). It produces large clusters of white blooms. It is quite similar in appearance to a low-growing Snowball. Especially adapted for border plantings, and if placed in large masses it literally produces a sea of bloom in late summer and early fall. The bright green leaves add much to its decorative form. Prefers a moist fertile soil, with full or partial exposure to the sun. But it will even grow well in complete shade.

See picture below.

PEE GEE Bush Hydrangea (*Paniculata Grandiflora*). A magnificent landscape shrub. From August until late autumn the shapely plant is loaded with large, globe-shaped blooms, at first white, turning to a delicate tinge of pink at the first frost, then light bronze, lasting for several months. Very hardy, liking best a moist, sunny location; in beds or masses they make a glorious picture, while in foundation groups they are superb. 3 to 5 feet.

TREE HYDRANGEA, PEE GEE (*Paniculata Grandiflora*). A small, 5 to 6 ft. tree form of the *Paniculata*.

OUR
LANDSCAPE
ARCHITECTS
PLAN
"WITH you"
and
"FOR you"



Philadelphus Virginal

*It's Not a Home
Until It's Planted*

PHILADELPHUS

BOUQUET BLANC. This variety forms an upright, shapely bush with dark foliage. The double flowers come in clusters, are large, pure white and very sweetly scented. Hardy and a dependable bloomer. 5 to 6 feet.

CORONARIUS (Sweet Syringa). The old and well known Mock Orange. A graceful, upright bush with long branches. In June completely covered with showy, pure white flowers of a most delightful fragrance. 8 to 12 feet.

GRANDIFLORA (Large Flowered Syringa). Very showy, large flowers in June, usually borne in threes. Scentless. It is of rapid growth with reddish bark. 8 to 12 feet.

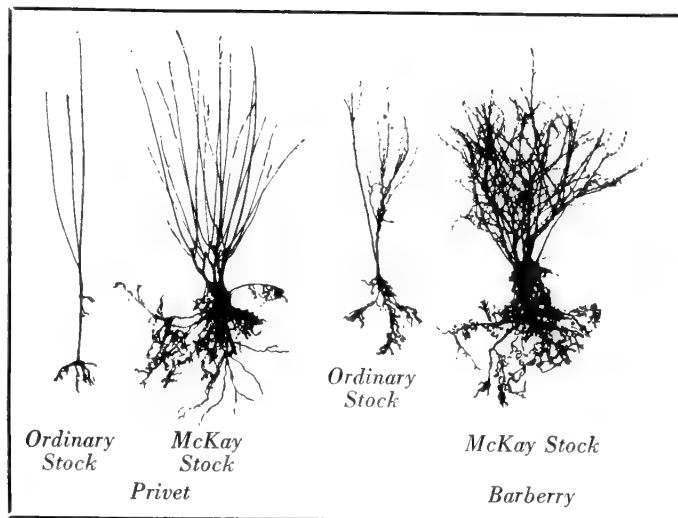
LEMOINE. A small shrub rarely attaining a height of more than 4 feet. Slender branches bear a profusion of flowers in June.

VIRGINAL. A magnificent new variety. The bush grows moderately tall, with good foliage. The flowers are the largest, handsomest, and most sweetly fragrant of any variety, with longest blooming season. Grows 6 to 8 feet. One of the best of the *Philadelphus*.

*Nursery Stock That Doesn't Grow
Is Expensive at Any Price*

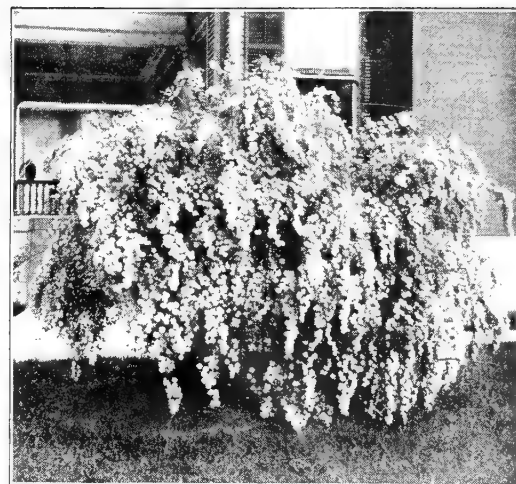


← *Hydrangea Arborescens*



McKay shrubs are transplanted and cut back to increase root systems and bushiness. Size means more than height; quality more than price.

Visit Our
Nurseries
of Over
500 Acres
at
Waterloo,
Wis.



Spirea Van Houttei

RUSSIAN OLIVE

Oleaster Angustifolia

A very artistic, tall-growing shrub or small tree. Splendid for specimen planting or to accent shrubby groups. Its beautiful silvery gray foliage makes a most delightful contrast with the green of surrounding shrubs and trees. The flowers are small, yellow, and fragrant, blossoming in June. Hardy. Fine for screens. 10 to 15 feet.

SUMAC - Rhus

Luxuriant foliage of a tropical effect. Splendid for fall color in the landscape. Grow well in almost all soils.

SMOOTH. An improved type of the common or wild Sumac. 6 to 8 feet.

STAGHORN. A taller growing and more tropical appearing form of the above. 8 to 10 feet.

CUT LEAVED. A cut-leaved or fern-leaved variety of the common Sumac.

FRAGRANT. A shrub type of Sumac differing from other varieties in that it has many branches coming up from the ground like ordinary shrubs. Has sweetly scented foliage which turns red in fall. A dwarf shrub, of a semi-spreading habit. 3 to 5 feet. Very good in native planting shrub borders and in poor soils.

SPIREA

Most Universally Planted of All Shrubs

This family of shrubs offers a variety of form, size, color of blossom and foliage, as well as time of blossoming. The riotous luxuriance of bloom makes them most striking and beautiful. All the varieties are extremely hardy and easy to grow in almost any soil or situation.

ANTHONY WATERER. (A variety of Bumalda.) Red flowers in July in showy flat clusters, borne on strong, erect stems. If the blossoms are cut as they fade, Anthony Waterer will continue to blossom until frost. It is fine in front of larger shrubbery; it is very hardy, and will succeed in any soil. A very profuse bloomer. 2 to 3 feet.

ARGUTA (Garland Flower.) In early May its branches are completely covered with small white flowers. Bush is of a light open habit with small leaves. 3 to 4 feet.

BILLIARDI. Long plumes of soft pink blooms cover the plant in July and August. The bush itself grows compact and shapely. 4 to 5 feet high. It is very fine in the border. Will grow almost anywhere.

FROEBEL'S. Pink flowers. This variety is quite similar to Spirea Anthony Waterer but just a little more vigorous and slightly taller growing. An excellent suggestion for foundation plantings and for setting ahead of taller growing shrubs. Ultimate height 3 feet.

KOREAN (*Spirea Trichocarpa*). It is strong growing, attaining a height of 4 to 6 feet, forming a large, globe-shaped bush which is covered with large rounded clusters of snowy white flowers marked with darker eyes. Blooms about 2 weeks later than the popular Spirea Van Houttei. It is most hardy. Retains its beautiful glossy green foliage late into the autumn.

OPULIFOLIA (*Ninebark Physocarpus*). It bears large clusters of white flowers soon after the Bridal Wreath season. These are followed by reddish seed pods, which are very ornamental later in the summer. The bark peels in narrow strips like the Birch. Use in mass plantings for screens and backgrounds. Grows 5 to 8 feet.

OPULIFOLIA NANA (*Dwarf Ninebark*). A dwarf form of the ordinary Ninebark, growing 3 to 5 feet high. A compact, bushy shrub; makes excellent hedges.

SORBIFOLIA. Sometimes called Ash-Leaved Spirea for its handsome, fernlike foliage. In June and July the vigorous, branching bush is covered with lovely feathery panicles of creamy white blooms.

VAN HOUTTEI. "Bridal Wreath", as it is commonly called, is undoubtedly the most popular shrub we offer. About the time of Decoration Day the bush is a complete mass of white flowers, carried on long graceful drooping branches. It is a favorite shrub the country over—so hardy, so easy to grow, answering so many purposes. Used for foundation plantings, borders, or as trimmed or untrimmed hedges it serves nearly every purpose. Its foliage is attractive all through the season. Grows 4 to 6 feet high.



Weigela Rosea

WEIGELA - Diervilla

ROSEA. A beautiful shrub, with showy, trumpet-shaped flowers of rose-pink, blooming in June and July. Of medium height with arching branches. It makes a broad bushy plant, with good foliage. Not absolutely hardy and does best if wrapped or protected for the winter. 4 to 6 feet.

EVA RATHKE. Flowers brilliant crimson, from June to August. Not hardy; needs winter protection.

VANICEKI. A new red Weigela much like Eva Rathke but much hardier. The trumpet-shaped flowers are a brilliant ruby-red. The bush blooms heavily the early part of the summer and intermittently throughout the rest of the summer season. Bush is upright growing and has good green foliage. 3 to 5 feet.

WITCH-HAZEL

VIRGINIANA. A native shrub growing 7 to 10 feet high, somewhat slow growing. It has small yellow flowers in October. Prefers shade or wet soils.



Spirea Anthony Waterer

LILAC - Syringa

Without the Beauty and Fragrance of the Lilacs Springtime Would be Robbed of Half Its Charm

Our Choice French Lilacs

The named varieties are much superior to the old type of Common Purple and White, and they bloom when plants are much younger. The blooms are extremely large, most of them double, colors varied and beautiful, and with a fragrance more delightful than you will find even in the old-fashioned Lilac. Grows 6 to 8 feet.

Dark Purple Shade

Ludwig Spaeth. Single. Long pointed clusters of rich magenta-purple, which stand out well above foliage and last a long time. Good bloomer. One of the best all-around Lilacs.

Reddish Purple Shade

Chas. X. Single. Compact clusters of medium size, of a good solid color. Free flowering. An old favorite.

Chas. Joly. Double. Reddish purple with silver reflex. Clusters somewhat open, of rather large size, held well above foliage. Good bloomer. A good old-time variety.

President Roosevelt. Single. Buds claret-red, opening to violet-purple. An exceptionally heavy bloomer, with many medium size flower heads of 3 or 4 panicles, making an impressive bloom.

Paul Herriot. Double. Long narrow clusters; deep maroon-red buds, opening to violet-red with silvery reverse. Late.

Pink Shades

Edouard Andre. Double. Several medium-sized flowers in an open cluster. Rose-colored buds opening to silver-pink.

Katherine Havemeyer. Double. Large flowers. Rose-colored buds, opening to lavender-pink, flushed with mauve.

Jean Mace. Double. Prominent lavender buds, opening to silver-lilac. Early.

Lilac Shades

Hugo Koster. Single. Huge panicles of large lavender-pink buds opening to lilac.

Michel Buchner. Double. Exquisite pink-lilac buds opening into blue-lilac.

Bluish Shades

Decaisne. Single. Large panicles of a delicate true rich blue. Nice bush with clean foliage. Rated as one of the best.

President Grevy. Double. Large beautiful flowers of a delicate soft blue.

President Lincoln. Single. Clear, almost Wedgwood-blue. Considered by some as the best blue Lilac. Early.

White Varieties

Marie Legraye. Single. Large creamy white flowers in a medium cluster.

Mrs. Florent Stepmann. Single. Light yellow buds opening to pure white.

Ellen Willmott. Double. Large flowers, pure white. Generally rated as the best of the double whites.

Mme. Lemoine. Double. Large white flowers in narrow clusters.



French Lilac

COMMON PURPLE (Vulgaris). Easily the favorite of the old-time flowers, and because of their hardy, dependable nature and their exquisite blooms, they will always be popular. Grows 8 to 10 feet.

COMMON WHITE (Alba). White-flowering form of the above.

VILLOSA. (Late Lilac.) Stout, warty branches carried almost upright, and dull green leaves give this variety a distinctive appearance. The pinkish flowers are borne in broad panicles 3 to 6 inches long. Two weeks later than other Lilacs.

PERSIAN. A distinct variety, differing from the common Lilac in its smaller leaves and slender, upright branches. It grows 6 to 8 feet. The pinkish lavender flowers are borne in large, loose panicles, often a foot long. Usually in full bloom for Decoration Day. A very graceful shrub. See picture below.



PRUNUS - Flowering Plum

The Prunus as a class are hardy, blossom early in the spring, and adapt themselves to various soils, including dry and sandy locations.

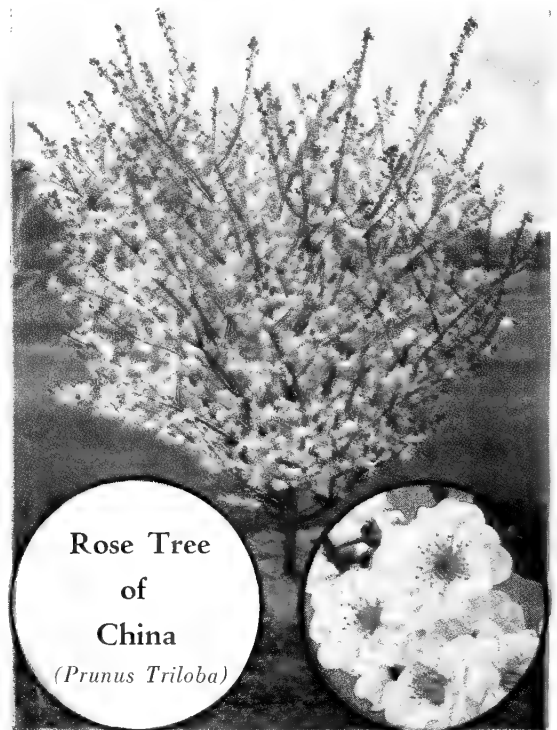
PURPLE-LEAVED PLUM (Newport). A hardy small tree or shrub, with leaves and young twigs of rich reddish purple retained throughout the season. The pretty pink flowers in May make it doubly attractive. Offers a striking contrast to other green foliage plants in the shrub border. Plant in full sunlight, 8 to 12 feet.

MINN. PURPLE PLUM. An improved type of Newport with redder leaves, and somewhat more dwarf in growth. 6 to 8 feet.

NANKING CHERRY (Tomentosa). The first shrub to blossom in the spring, usually in early May. It blossoms with white flowers the entire length of the branches, similar to the flowering Plum, but 7 to 10 days earlier.

KOREAN CHERRY. An ornamental bush for landscape planting; showy in the spring, when it blooms and in the fall when it is loaded with clusters of Cherries. 4 to 5 feet. Very hardy.

PINK FLOWERING PLUM, Rose Tree of China (Triloba). One of the first shrubs to blossom in the spring. Beautiful, hardy, flowering Plum, covered with double pink flowers before the leaves come out. Blossoms 2 weeks before Lilacs and Bridal Wreath. One or more of these plants should be in every ornamental planting. 4 to 6 feet. See picture below.



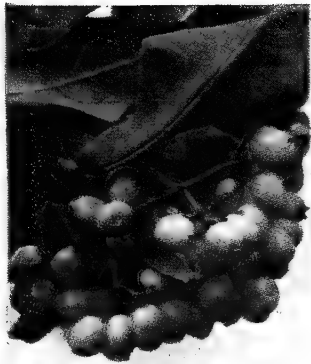
Rose Tree
of
China
(Prunus Triloba)

Free PLANTING INSTRUCTION Book

Is furnished with every nursery stock order that we ship out.

CONSULT US
On
Your Landscape
Problem

← Persian Lilac



Viburnum Dentatum Fruit

VIBURNUM - Snowball

Unsurpassed Fall Color—Sturdy, Dependable and Beautiful

This is a showy group of shrubs that grow from 6 to 10 feet high. They have lavish flat-topped white flowers in June, followed by colorful berries in the late summer and fall; these usually remain through the winter. In the fall the foliage takes on all the autumnal hues of our native landscape. Ideal for mass planting. Do well in shade and are particularly hardy. Prefer a loam or clay soil.

AMERICAN HIGH BUSH CRANBERRY (Americanum). Large bunches of shiny scarlet berries in the fall and winter are a distinguishing feature of this ornamental plant. The foliage changes to a beautiful red in the fall. In June the bright green foliage sets off so well the flat white flowers. A fine tall shrub for landscape use, of open habit, growing 7 to 10 feet high.

CARLESI (Fragrant Viburnum). A fine new shrub with clusters of clove-scented flowers in May; rose-pink in bud, opening up into a more delicate pink and paling to white. Its sweetness makes it a delight in any garden. Makes a broad round shrub of 3 to 4 feet in height. Not hardy in Northern Wisconsin.

DENTATUM (Arrowwood). Flat white flowers in June, followed by blue-black berries in the fall. Foliage colors brilliantly in autumn. A bushy upright shrub of 8 to 10 feet. (See picture below.)

LANTANA (Wayfaring Tree). Handsome dark green wrinkled leaves contrasting with white flowers. Berries red in August, turning blue-black in fall. Retains its foliage late, with excellent fall color. Grows 8 to 10 feet. Does well in shade and reasonably well in dry and poor soils.

LENTAGO (Nannyberry; Sheepberry). Glossy green leaves with gorgeous fall coloring. Fragrant white flowers. Black berries for the winter. 9 to 12 feet.

MOLLE. Similar in foliage, flower and fruit to Dentatum but does not grow so large. 6 to 8 feet.

PUBESCENS (Downy Viburnum). A dwarf variety, similar in flower and fruit to Dentatum, but only grows 4 to 6 feet high. Bushy, with slender upright branches, and smaller leaves.

SNOWBALL (Common). The old-fashioned variety. Its large balls of white flowers are usually out for Decoration Day. 6 to 8 feet.



Viburnum Lantana Flower



American High Bush Cranberry

SNOWBERRY - Symphoricarpos

Their Berries are a Delightful Part of the Fall Landscape

SNOWBERRY (Racemosus). Tiny rose-colored flowers in June and July, followed by large, clustered, milk-white fruits which are most attractive, remaining far into winter. The bush itself is compact in form, semi-dwarf in habit, and grows well in shade or sunlight. 3 to 4 feet.

RED SNOWBERRY, Coralberry, Indian Currant (Vulgaris). Quite like the White Snowberry except that its fruits are red, and cluster in thick ropes along the weighted-down stems. The foliage is distinct in its fineness, and with the White Snowberry, is appropriate for border planting. Dwarf in form, growing from 3 to 4 feet high.

CHENAULT'S RED SNOWBERRY. An improved form of Red Snowberry (Coralberry). A beautiful shrub that grows about 3 feet high. It is covered with lacy foliage and beautiful pinkish red ropes of berries that stay on from summer until late fall.



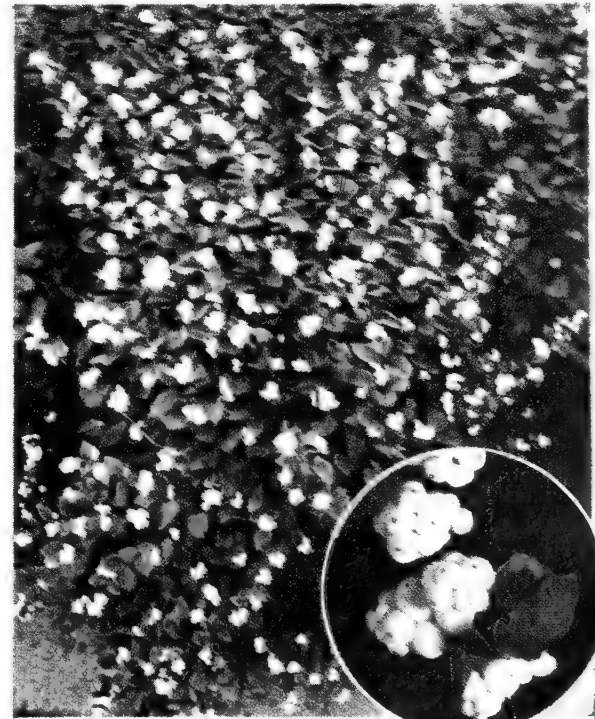
Red Snowberry



It's Not a
HOME
Until It's
PLANTED

Snowberry →

← Viburnum
Dentatum





MCKAY NURSERY COMPANY

Low Growing Shrubs	Time to Bloom	Color of Flower, Etc.	Shade or Sun	Landscape Value	Hardiness (See below)	Remarks
Spiraea A. Waterer	June-July	Pink	Sun	Foundation planting, hedge or border	H	Very good garden shrub.
Barberry; Red Leaf	May	Small, yellow	Sun		H	Red berries all winter.
Barberry; Thunbergi	May	Small, yellow	Either		VH	Red berries all winter.
Spiraea Froebeli	June	Pale pink	Either		VH	Good all-purpose landscape shrub.
Alpine Currant	July	Inconspicuous	Shade	Hedge or border	VH	Grows in poorest soils.
Privet; Regel's		Small, white	Either	Foundation, border	SH	Very good foliage plant.
Hydrangea Arborescens		Large, white	Either		VH	{ Good all-purpose landscape shrubs.
Hydrangea P. G.		Pinkish white	Sun		VH	
Rose; Grootendorst	All summer	Red (cluster)	Sun	Foundation planting or border	H	Adds summer color to border.
Euonymus alatus compacta			Either		VH	Beautiful fall coloring.
Almond	Mid-May	Dbl. pink, white	Sun		SH	Flowers before leaves.
Spiraea Arguta	May	Small white	Sun		SH	Fine texture foliage.
Snowberry	June-Aug.	Small pink	Shade		VH	White waxy berries for winter.
Spiraea opulifolia nana	June	White	Either	Trimmed or untrimmed hedge	VH	Grows in poor soils.
Privet; Amoor River North	July	Inconspicuous white	Either		SH	A popular hedge.
Cotoneaster	May	Inconspicuous pink	Either	Border, mass	VH	Use where Privet is not hardy.
Cornus paniculata	June	White	Either		VH	Good fall color.
Weigela Vanichecke	All summer	Red	Sun	Foundation, border	H	Beautiful flowering shrub.
Medium Height Growing Shrubs						
Rose; Hansa	June-Aug.	Dbl. deep red	Sun	{ Foundation, hedge, Mass or border	VH	{ Good landscape plants; disease resistant; cut back in spring.
Rosa Rugosa	June-July	Sgl. pink, white	Sun		VH	
Rosa Setigera	July	Pink (single)	Sun	Mass or border	H	For naturalistic plantings.
Spiraea Billardi	July	Pink (spikes)	Sun	Border	VH	
Philadelphus; Lemoine	June	White	Either	Foundation	VH	Very good foliage plant.
Viburnum Carlesi	May-June	Pinkish white	Sun		H	Very fragrant flower.
Weigela rosea	June	Pink	Either	Mass or border	SH	Beautiful flowers.
Euonymus alatus		Berries for winter	Either	Specimen	VH	Foliage turns red in fall.
Philadelphus; Virginal	June-Sept.	White (fragrant)	Sun	Foundation	H	One of the best Mock Oranges.
Spiraea Van Houttei	May-June	White sprays	Either		VH	Graceful, arching shrub.
Rosa Hugonis	June	Golden yellow	Sun		H	Colorful in bloom.
Kerria	June	Sgl. white	Either		H	Good foliage plant.
Prunus triloba	Mid-May	Dbl. pink	Sun	Mass or border	H	Blossoms before leaves in spring.
Philadelphus; Bouquet Blanc	June-July	Dbl. white	Sun		VH	One of the nicest Mock Oranges.
Beauty Bush	May-June	Pink	Sun		H	Very colorful in bloom.
Honeysuckle; Morrow's	June	Small yellow	Either		VH	Grows in poor soils.
Dogwoods: Red, Yellow	June	White	Either	Border or mass	VH	Branches color toward spring.
Prunus Tomentosa	Early May	White	Sun		H	Blossoms before leaves in spring.
High Growing Shrubs						
Honeysuckle: Red	May	Red	Either	Border		
Spiraea opulifolia	June	White	Either			
Viburnum; Most Varieties	June	White	Either	Mass or Background		
Forsythias	Early May	Yellow	Sun			
Elder, Golden	June	White	Sun			
Lilacs; French	June	Various colors	Sun	Specimen: Foundation, Border or Background		
Lilac; Persian	June	Lavender-pink	Sun			
Lilac; Villosa	July	Pale pink	Sun			
Lilac; Common	June	Lavender, white	Sun			
Philadelphus; Cor., Grand.	June	White (fragrant)	Sun	Background and border		
Honeysuckle: Pink, White	May	Pink, white	Either			
Thorn: Crus Galli	May	White	Either			
Buckthorn	May	Black berries for winter	Either			
Sumac		Scarlet foliage in fall	Either	Screen, hedge		
Russian Olive	June		Sun	Specimen, Screen or Background		
Prunus; Newport	May	Pink	Sun			
Thorns: Most Varieties	May	White	Either			
Crabs: Flowering	May	White	Sun			

Table of Flowering Shrubs; Their Characteristics

Shrubs listed in order of ultimate growing height, the lowest growers at top, progressing to the high growing ones at bottom.

The above shrub table, with the accompanying landscape plan of an average small city lot, will make it very easy to plan your own landscape planting.

The plan shown to the right is an effective planting made up of high, medium and low growing shrubs. The taller shrubs for screening, backgrounds, hiding undesirable objects, or for emphasis about the house. The medium sized shrubs help to give an irregular naturalistic appearance to the top line of the border planting. Used about the house they enhance its architecture and hide its defects. The low growers finish off the general appearance of the property by blending the foliage of the taller shrubs into the green grass of the lawn. Likewise, they finish off the foundation planting and the edges of the lawn.

The shrub table presented above will help you to select the most appropriate shrubs to carry out the above idea. It gives the time and color of bloom, whether they grow best in sun or shade, general use and other characteristics.

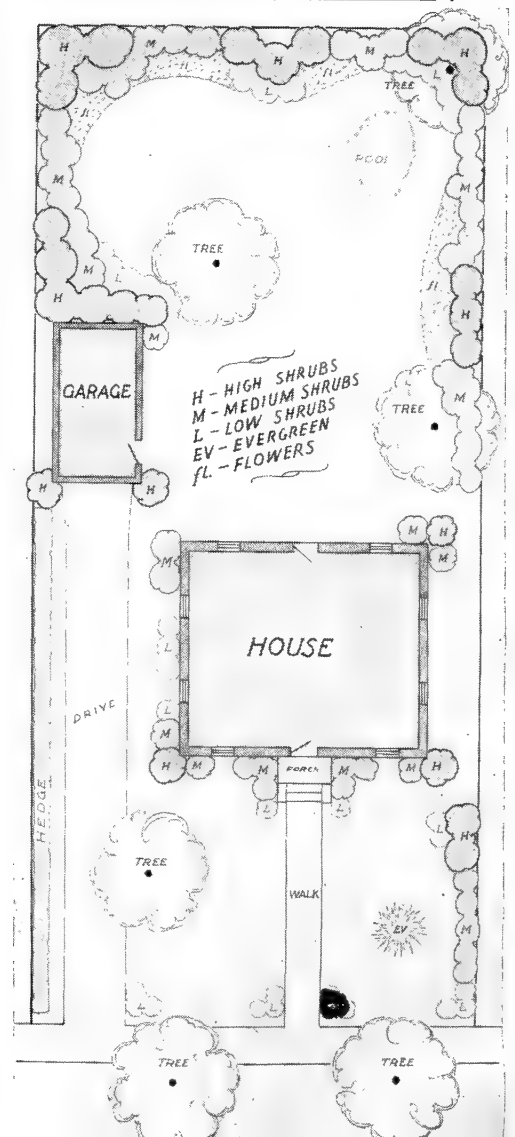
HARDINESS

VH—Very hardy, anywhere in Wisconsin.

H—Hardy in central and southern Wis.

SH—Semi-hardy, for southern Wis. only.

The landscape plan of a small city lot, shown at right, and the shrub table above are presented as helpful aids to you in the arrangement of your own planting plans. Study them carefully.



"IT'S NOT A HOME UNTIL IT'S PLANTED"



THIS CATALOG will Help You Improve Your Home Grounds

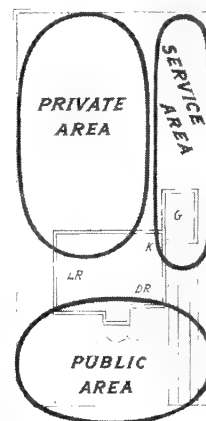
The purpose of this page is to suggest a few of the fundamental characteristics of the modern landscape design. As fashions change in other arts, so do styles change in landscaping. The landscape plan that you might design yourself, or the plan on which our representative might lend his assistance, logically would divide the property to be landscaped into three areas; referred to usually as the **public**, the **private** and the **service area**.

PUBLIC AREA

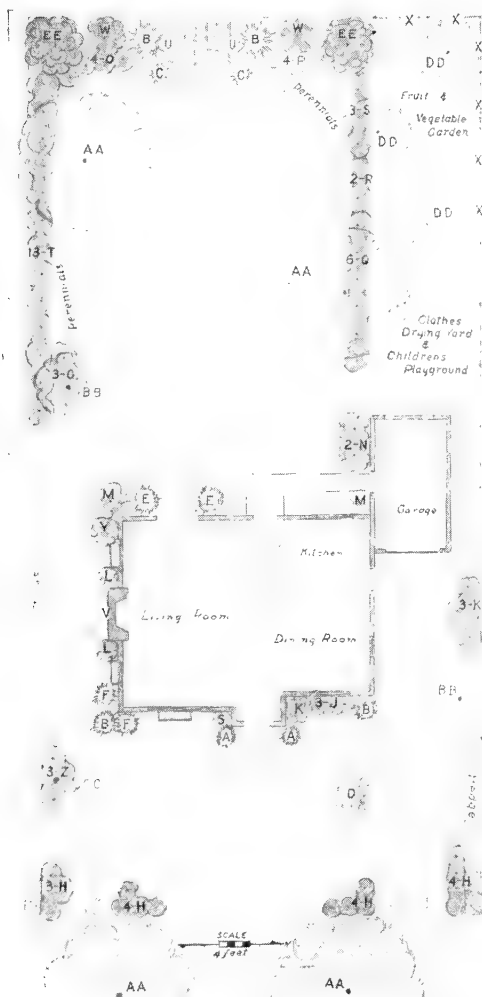
The landscaping of the public area deals with that part of the property ordinarily in front of the house, and open to public view. The simplest, and usually the most artistic planting for this part of the grounds, is a foundation planting of shrubs or evergreens about the house. Its purpose is to dress up the home most effectively for passers-by. Of course, a few shade trees are necessary for street and lawn planting.

SERVICE AREA

The planning and planting of the service area are concerned with the location of the walks and drives, the garage, clothes drying area, the vegetable garden, children's playground and similar spaces. Walks and drives will be arranged most advantageously so that the lawn will not be disfigured. Good vistas should be studied. The plan will call for the most effective use of every square foot of ground.



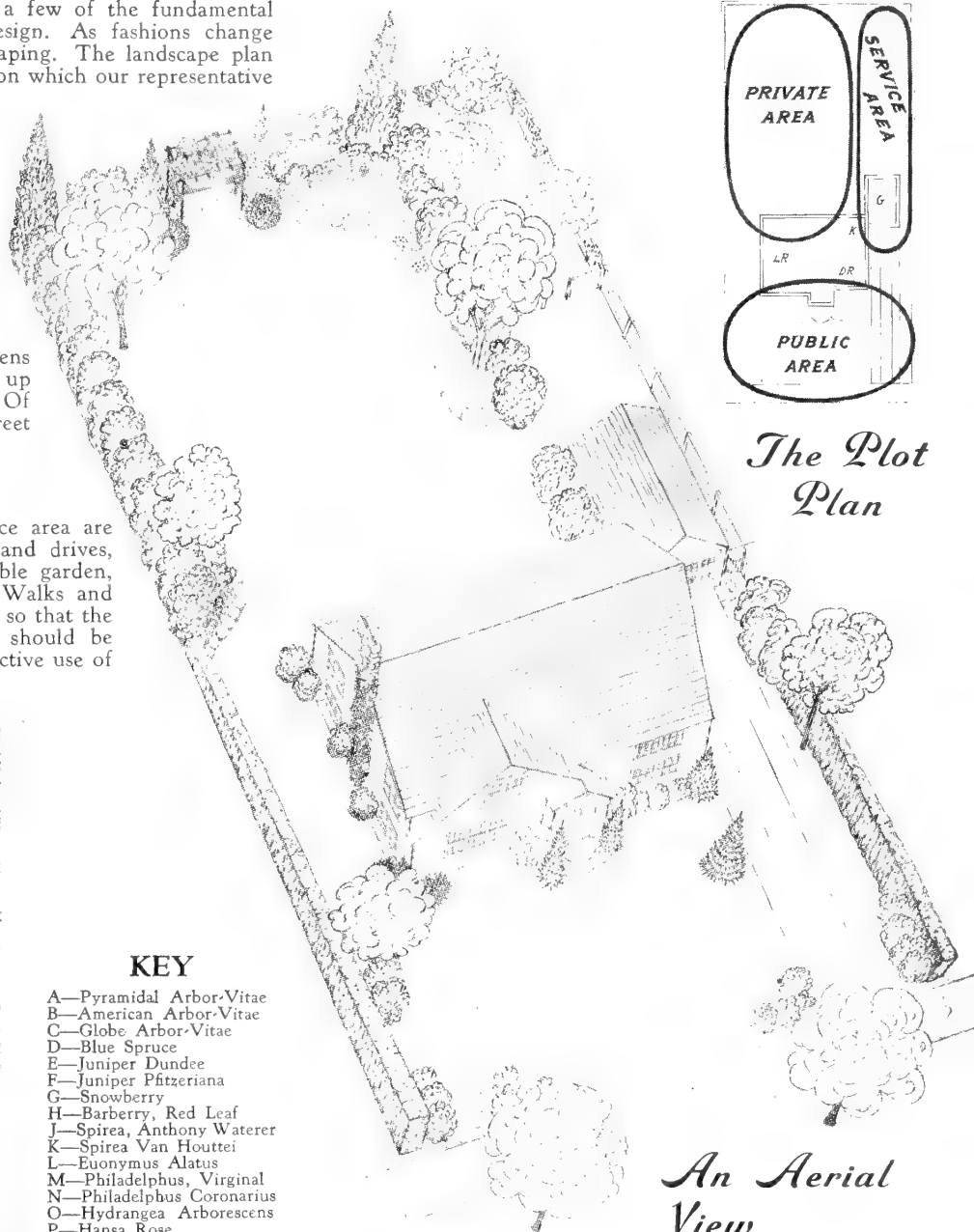
The Plot Plan



KEY

- A—Pyramidal Arbor-Vitae
- B—American Arbor-Vitae
- C—Globe Arbor-Vitae
- D—Blue Spruce
- E—Juniper Dundee
- F—Juniper Pfitzeriana
- G—Snowberry
- H—Barberry, Red Leaf
- J—Spirea, Anthony Waterer
- K—Spirea Van Houttei
- L—Euonymus Alatus
- M—Philadelphus, Virginal
- N—Philadelphus Coronarius
- O—Hydrangea Arborescens
- P—Hansa Rose
- Q—Viburnum Americanum
- R—Viburnum Lantana
- S—Viburnum Dentatum
- T—Persian Lilac
- U—Trumpet Vine
- V—Ivy
- W—Honeysuckle, Pink Tar.
- X—Grape (Tame)
- Y—Prunus Triloba
- Z—Honeysuckle, Morrowi
- AA—Grafted Elm
- BB—Mountain Ash
- CC—Flowering Crab
- DD—Fruit Trees
- EE—Boleana Poplar

The Landscape Plan



An Aerial View

PRIVATE AREA

The old back yard has become a living room outdoors. In the old days the back yard too frequently was merely a dumping ground, unadorned and, for the most part, neglected. Today, however, the private area can become an extension of the indoor living room, out-of-doors. It is the home owner's solution to the problem of how to make his property more valuable and how to get the most enjoyment from it. All members of the family can spend countless hours of pleasure and relaxation in the outdoor living room. It will probably be enclosed with a hedge or an informal border of shrubs. Unightly views in the surroundings may be screened-out with larger shrubs and trees. Comfortable shade, welcome spring blossoms and delicious fruit will be provided. Finally the turf will add the green carpet, and the blue sky the ceiling for one of the most valuable assets of the well-planted home.

McKAY'S Hardy Climbing Vines



Engelmann Ivy

IVY - Ampelopsis

ENGELMANN IVY. Shorter jointed and having finer foliage than Quinquifolia. Clings to brick or stone. A good grower and hardy. The best for the North and Northwest.

BOSTON IVY (Veitchi). A splendid vine for covering any object, as it clings perfectly to the smoothest surfaces. The foliage is a bright glossy green, changing to bright tints of scarlet, crimson, and orange in the fall. Kills back some in cold, severe winters.

CLEMATIS

This family of plants is noted for its rapid, slender growth, delicate foliage and profusion of bloom through the summer. They do best in rich soil, and where they can have plenty of sun. We feature a few of the best. Give winter protection in this section.

Large Flowering Types *Blooming June and July.*

JACKMANI. Flowers are large, intense violet-purple. Remarkable for its velvety richness. It is a free grower and an abundant bloomer. The petals have a ribbed bar down the center; broad central tuft of pale green stamens.

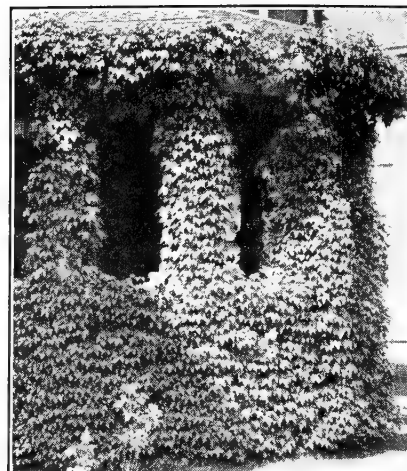
MADAME EDOUARD ANDRE. Flowers a beautiful, bright, velvety red.

HENRYI. A robust plant and free bloomer. Flowers large, creamy white.

Small Flowering Type *Blooming in September.*

PANICULATA, Sweet Autumn Clematis. One of the most desirable and beautiful hardy garden vines, being a luxuriant grower and profuse bloomer, and possessing fine foliage; particularly useful for covering porches, arbors, trellises, and fences. Flowers are white, medium size, star shaped, and very fragrant.

Vines are the lace and frills of Nature's dress. They beautify barren walls and fences; they soften the hard architecture of buildings. They will quickly drape themselves over a trellis or arbor, providing beauty of leaf and flower as well as cooling and refreshing shade.



Boston Ivy

MATRIMONY VINE

Bushy, rapid growing vine, especially desirable for covering unsightly banks. It has inconspicuous purple blossoms in June, followed by enormous quantities of brilliant red berries in the fall that hang into the winter. Hardy.

SILVER LACE VINE

A beautiful vine covered with a foamy spray of delicate white flowers which appear late in the summer and usually last until frost. A native of this section; easy to establish and grows luxuriantly. This popular vine is an old favorite. Valuable for covering any kind of shelter or rustic work. Perfectly hardy.

TRUMPET VINE

TRUMPET CREEPER (Radicans). A vigorous, woody vine, with large 3-inch orange flowers in August. Fancy cut leaves. It is a native of this section; easy to establish and grows luxuriantly. This popular vine is an old favorite. Valuable for covering any kind of shelter or rustic work. Perfectly hardy.

WISTARIA

CHINESE PURPLE WISTARIA (Sinensis). A rapid growing twining vine, attaining large size. Has long, pendulous clusters (like bunches of Grapes), of pale blue flowers in June. Our plants are grafted from blooming wood; such plants blossom sooner than plants not grafted.

BITTERSWEET

Grow your own winter bouquet of Bittersweet right in your own back yard; over a back fence or an arbor. This vine makes a fine decoration for the summer house if given a little help in climbing up. It is a native twining plant. Grows 10 to 12 feet in a season.



Clematis Jackmani—a charming sight when covered with its purple flowers

HONEYSUCKLE, Climbing

FLAME, Everblooming Honeysuckle (Heckrottii). A new variety of vine Honeysuckle blooming continuously from June until frost. Flowers trumpet-shaped, flame-red outside and golden yellow inside. Delightfully fragrant; especially evenings. A superlative variety; beautiful and hardy. May be grown as vine, shrub, hedge or ground cover.

HALL'S JAPAN (Halliana). An almost evergreen variety, with pure white flowers, changing to yellow; very fragrant and a vigorous grower. Covered with flowers from July to October.

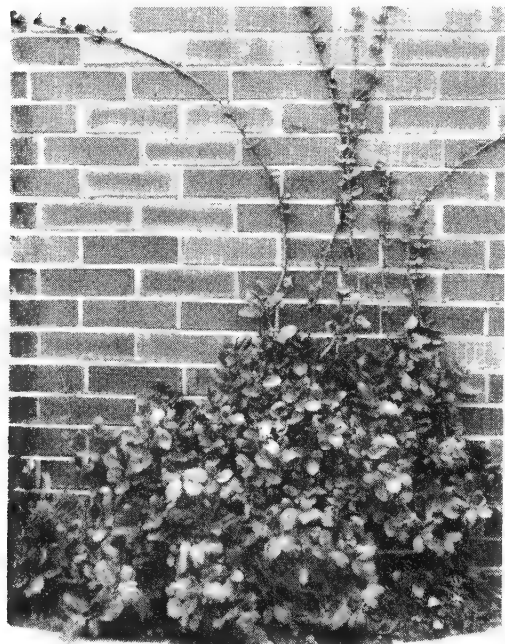
SCARLET TRUMPET (Sempervirens). Flowers deep red, trumpet-shaped; flowers all summer; a native climber and appropriate for trellises and rockwork. One of the handsomest.

EUONYMUS RADICANS

Evergreen Bittersweet

A slow growing, climbing, evergreen vine; with clinging tendrils that stick to any masonry or wall surface. Has small round leathery evergreen leaves. Sometimes called a broadleaf evergreen. Can be used as a vine, ground cover, or bush. Greenish white flowers and a profusion of orange-red berries in the fall and winter. Grows well in sun or partial shade. Should be protected lightly for winter.

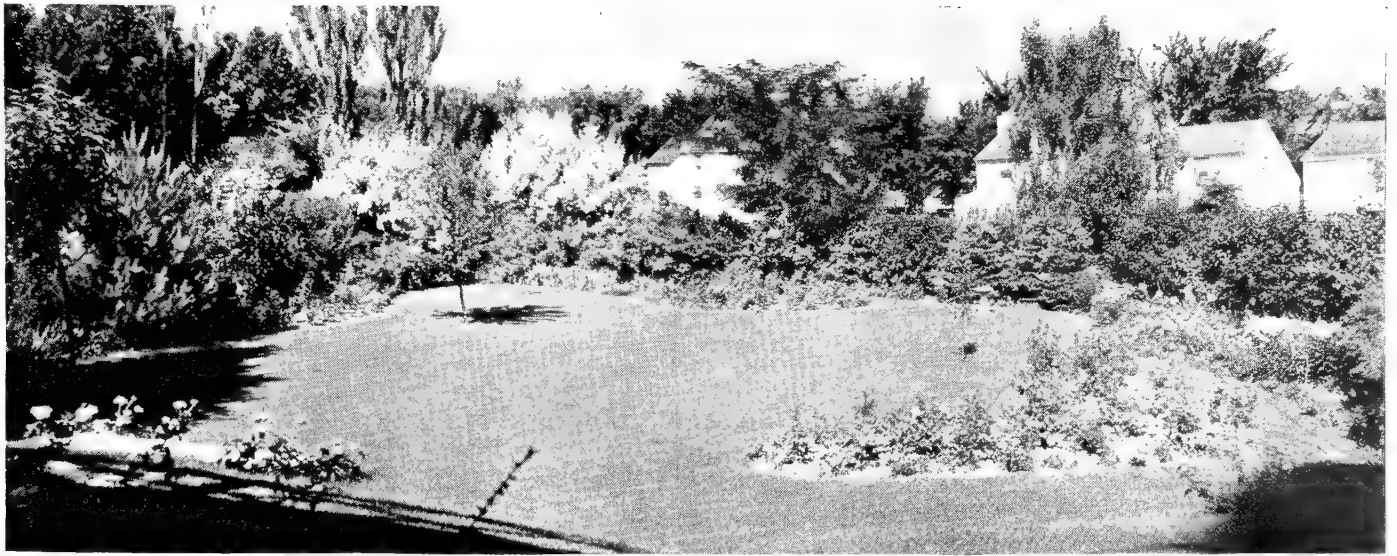
← See picture.



Euonymous Radicans



Clematis Paniculata



"A MODEL OUTDOOR LIVING ROOM"

Another interesting creation of our landscape department. This otherwise ordinary back yard has been transformed into an "Outdoor Living Room." Properly screened-in from the adjoining properties, it insures calm seclusion for the home. The many Peonies and hundreds of Roses used in this garden provide color from June to October.



Festiva Maxima

PEONIES

Fine hardy plants, rivaling the Rose in perfection of bloom and coloring. Require little care as they thrive and do well in any soil. They can be planted in the fall or in the spring.

In the following descriptions the season of bloom is indicated by "early," "midseason" or "late."

Consult Us on Your Landscape Problem



Karl Rosefield

PINK

Edulis Superba. Dark pink. A round ball of flower petals sitting on a saucer of large guard petals. Very early; fragrant. Called the Decoration Day Peony.

Floral Treasure. Lilac-rose. Rose type flower; midseason; fragrant.

Mons. Jules Elie. Flesh-pink, shading to lilac at base of petals, while the tips of petals are overlaid with a sheen of silver. Enormous, large full flowers, resembling Chrysanthemums. Early; pleasing fragrance. A very highly rated Peony.

Sarah Bernhardt. Apple-blossom-pink, with each petal silver-tipped. Large, semi-rose type; late; pleasing fragrance. A good grower and a prolific bloomer.

Therese. Satiny pink, with a glossy reflex. Enormous flowers of the Chrysanthemum type. Midseason; delightfully fragrant. Sometimes called the world's best Peony.



Mons. Jules Elie

Free PLANTING INSTRUCTION Book—is furnished with every order of nursery stock that we ship out.

RED

American Beauty. Medium red, very double; late; fragrant. A strong grower.

Felix Crousse. Brilliant red; large ball-shaped flowers; late midseason; fragrant. A popular red.

Karl Rosefield. Clear crimson-red; large rose type flowers; early midseason. Excellent bloomer.

Longfellow. A popular red Peony, because of its fadeless, bright crimson color and general dependability, both for cutting and garden decoration. Strong stiff stems. Early midseason.

WHITE

Baroness Schroeder. A soft pink, fading to a milk-white as it opens. Large full flowers of good substance. Late midseason. Fragrant.

Festiva Maxima. Pure white with a fleck of crimson in the center. Large globular flowers of rose type; in fact with a Rose fragrance; early. A beautiful standby and the best early white.

Madame de Verneville. Pure white, center tipped carmine. Blooms full and double; early; fragrant.

Solange. Lilac-white deepening toward salmon in the center. A large, compact, perfect-formed Rose type. Late; fragrant; free bloomer. A beautiful distinct color and one of the finest Peonies in existence.

McKAY'S Gorgeous Roses

Hybrid Tea Roses (EVERBLOOMING)

No flower grown can compare with the Rose! Its rich fragrance, exquisite coloring and lovely form have made it the queen of the flower garden.

McKay's Roses excel in the following:

1. Strong, heavy dormant plants.
2. Well rooted plants.
3. Outdoor, field-grown plants, where they have received the best care and attention.

Much has been said about the difficulty of growing Roses, yet thousands of lovely Rose gardens that receive only amateur care are flourishing throughout this area.

Roses thrive best in clay loam soils enriched with well-rotted manure. They should always have a sunny, open, and airy situation, unshaded by trees or buildings. (See page 20 for complete cultural directions.)

The Hybrid Tea Roses described below represent the choicest varieties of ever-blooming Roses; Roses that will bloom from June until frost. Experience the great enjoyment of growing your own Roses this summer.

You Like Roses! Why Not Grow Them? You Can.

RED

CHAS. DOUGLAS. Large, double, fragrant flowers of flaming scarlet, flushed velvety crimson. Attractive flowers throughout season. An indispensable garden Rose. 24 petals.

CHRISTOPHER STONE. Bright velvety scarlet-red flowers of good form. Its golden stamens appear as the blooms open. Vigorous, upright grower, free flowering. Fragrant. Rated as one of the best. 35 petals.

CRIMSON GLORY. (Patent No. 150.) Large double, deep crimson-red flowers, shading to oxblood. Blooms profusely on a heavily branched bush. The fragrance is delicious. The outstanding dark red Rose. 35 petals.

E. G. HILL. Immense, dazzling red flower, very full and fragrant. A vigorous and free-flowering plant. 60 petals.

GRENOBLE. Large, globular, brilliant red, almost scarlet flower; very full and fragrant. Free bloomer. 45 petals.

ETOILE DE HOLLANDE. Gorgeous crimson-red Rose of magnificent size and perfect form. Vigorous grower, healthy, free-flowering, gloriously fragrant. Highly rated. 35 petals.

GRUSS AN TEPLITZ. A small, bushy, shrub-like plant with medium sized blooms of scarlet-crimson. This grand old shrub Rose blooms heavily from June until frost. An excellent bedder. 33 petals.

McGREY'S SCARLET. Large, loosely formed, vivid rose-red flowers. Slight fragrance. Blooms continuously. 35 petals.

RED RADIANCE. Big, globular, deep red, fragrant flowers on strong stems. Like Radiance, it is an excellent grower, blooming freely. 23 petals.

ROUGE MALLERIN. Dark red. Pointed buds of brilliant red, opening to 3½-inch blooms of flaming scarlet with a dark velvet sheen. Rich fragrance. 50 petals.

WHITE

McGREY'S IVORY. Pointed bud opening to large creamy white flower touched with pale yellow at base. Wonderful fragrance. One of the finest whites. 45 petals.

MME. JULES BOUCHE. Pointed buds and high centered flower of pure white with a slightly pink center. Strong plants; always in bloom. Fine bedding Rose. 34 petals.

CALEDONIA. Long pointed buds opening into large flowers with incurved petals and a delightful fragrance. A superb Rose. 25 petals.

KAISERIN A. VICTORIA. Creamy white buds, opening to large white flowers, excellent for cutting. Moderate grower. 90 petals.

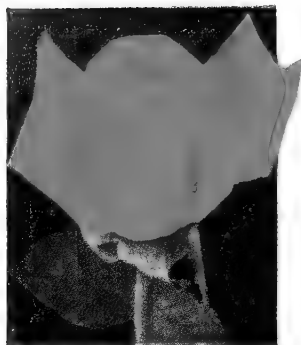
PLANT ROSES by the DOZEN

FREE PLANTING INSTRUCTION BOOK

Is furnished with every nursery stock order that we ship out.

←←←
*McGredy's
Scarlet*

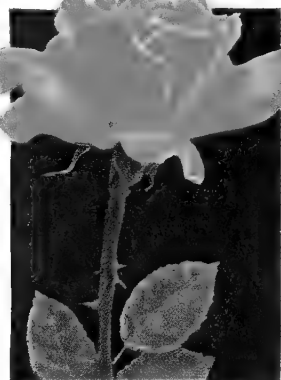
→→→
*Duquesa
de Penaranda*



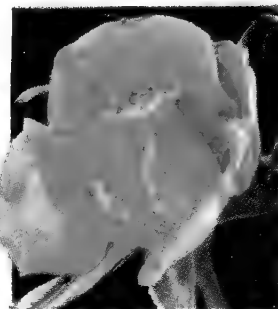
Christopher Stone



Edith Nellie Perkins



McGredy's Yellow



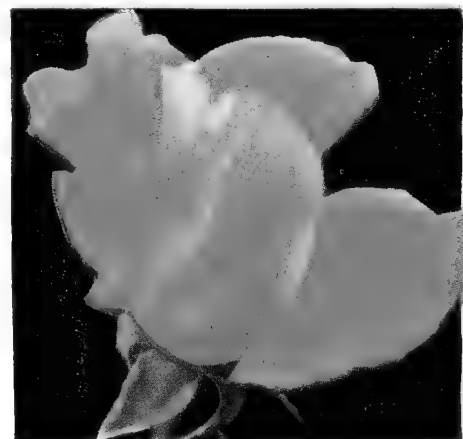
Pres. Hoover



Mme. Jules Bouche



Etoile de Hollande



Hybrid Tea Roses—Continued

PINK



Mrs Henry Bowles

EDITH NELLIE PERKINS. Fine, two-toned pink variety. Buds large, rose-carmine, shading to orange and cream, opening into a perfect salmon-pink. Strong grower. Free bloomer. 40 petals.

EDITOR McFARLAND. Clear brilliant pink; perfectly formed on strong stems. Long lasting when cut. Fragrant, a magnificent Rose. 30 petals.

PINK DAWN. A fine deep rose-pink bud, opening to a lovely pink flower with an orange base tint. Fragrant. Vigorous. 60 petals.

MRS. HENRY BOWLES. A superb Rose of a dark glowing pink. Large fragrant flowers, perfectly formed and abundantly produced on strong stems. Vigorous plants. 52 petals.

RADIANCE. The brilliant rose-pink buds become well-formed, fragrant flowers. Vigorous grower, free bloomer. A very popular Rose. 25 petals.

THE DOCTOR. Beautiful, glowing silvery pink blooms with satiny pink edges. Fragrant. Moderate grower. 23 petals.



Gruss an Tepitz



Mme. Jos. Perraud

GOLDEN DAWN. Sunflower-yellow buds opening to lemon-yellow, well-formed flowers. Fragrant. Low growing healthy plants; profuse and continuous bloomers. A high rating Rose. 45 petals.

JOANNA HILL. Pointed buds of a cream-yellow, opening to cream-white tinged with salmon at the base; moderately fragrant. Good cutting Rose. Not a heavy bloomer. 40 petals.

McGREY'S YELLOW. Unfading canary-yellow flower of excellent form. Vigorous and free blooming with dark glossy foliage. A fine cup-shaped Rose of lovely, clean color. One of the best yellow Roses. 25 petals.

PEACE. (Patent No. 591.) Giant heavily petaled blooms of a glowing yellow, which open to an ivory-white—with an iridescent pink edge. Strong sturdy, long stems. Large, glossy, dark green, healthy leaves. Winner in All-America Selection. 50 petals.

MRS. E. P. THOM. Slender yellow buds opening to large well-shaped blooms of rich canary-yellow. Delicate fragrance. Blooms freely. 43 petals.

MRS. P. S. DU PONT. Rich reddish gold bud opening to a full, golden yellow flower. Fragrant. Plants are bushy, have a good glossy foliage and bloom all the time. 42 petals.



McGredy's Ivory

MULTI-Colored



E. G. Hill

CONDESA DE SASTAGO. Cup-shaped flowers of fiery copper inside and rich gold on the outside. A most striking Rose, becoming very popular. Rich spicy fragrance. 50 petals.

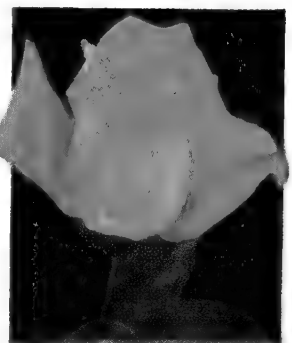
MRS. SAM McGREY. A beautiful Rose of scarlet-orange changing to copper-red. Moderately fragrant. Continuous bloomer. Highly recommended. 42 petals.

PRES. HERBERT HOOVER. A charming combination of cerise-pink, flame-scarlet, and yellow. The large flowers, on long stems, hold up well after cutting. Rich fragrance. Belongs in every garden. 25 petals.

DUQUESA DE PENARANDA. Large, double flowers of cinnamon-peach color; very fragrant. Strong, upright plants with good foliage. The autumn bloom is really fine. 35 petals.

MME. JOSEPH PERRAUD. Long, slender buds of Nasturtium-orange, opening to sweetly fragrant flowers of Nasturtium-buff with pale pink edges. A beautiful exhibition Rose. 28 petals.

TALISMAN. A glorious combination of rich red and gold buds opening to deep rose and yellow. Flowers are small but fragrant. Free bloomer. Fine for cutting. 25 petals.



Condesa de Sastago

Read page 20 carefully for planting instructions and care of these Roses.

For the
practical
use of these
Roses, see
picture on
page 17

"A MODEL
OUTDOOR
LIVING
ROOM"

→
Pink Dawn

←
Mrs. P. S. Du Pont

CARE OF ROSES

*Hardiness—Planting
Pruning—Spraying—Wintering*

McKAY STOCK

McKay's Roses bloom the first year. They represent the highest quality of sturdy two-year outdoor or field-grown plants. (Note illustration to right.) They are strong, well rooted, dormant plants that have been budded on the hardiest root stocks. They should not be compared to hothouse Roses, forced from cuttings. We have given great care to the culture of our Roses and offer them to our customers with the assurance that they will grow and bloom profusely.

We offer the finest and most popular of the well-tried varieties as well as a few of the newer varieties that have demonstrated their merit for more general planting. We can heartily recommend all varieties listed here.

SOIL

Roses are heavy feeders and thrive best in a well drained clay loam soil, well enriched with fertilizer. They will do reasonably well in almost any soil (except sand) if well fertilized, drained, and cultivated. They like a sunny, open, airy location, away from large trees which are apt to rob them of the necessary nourishment. After selecting such a spot for your Rose bed, dig the soil out to a depth of 12 or 15 inches and replace about one-fourth of the bulk of the soil with well-rotted barnyard manure thoroughly mixed into soil. If this is not available, substitute a generous amount of commercial fertilizer like Bonemeal or Vigoro.

HARDINESS

HYBRID TEA ROSES, while comparatively tender, can be wintered safely in Wisconsin if covered carefully in the fall as outlined in our instructions on "Wintering." Because they give the most beautiful flowers over the longest season in a complete gamut of rose colors, they are worth the extra effort needed to protect them over winter and the cost of making occasional replacements.

HYBRID PERPETUAL ROSES are harder, sturdier, and more vigorous than the Teas; however, even they will benefit if protected in winter as per our "Wintering" instructions. This class of Roses blooms heavily with the largest and sweetest flowers in June and July.

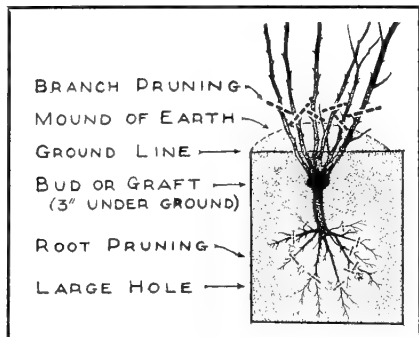
POLYANTHAS. Like the Teas, tender for winter, and require similar winter treatment.

CLIMBING ROSES should be laid down on the ground and the canes covered with several inches of earth or 12 to 18 inches of straw or hay in the fall.

RUGOSA and **NATIVE ROSES** are all very hardy and need no winter protection. The flowers are not of the fine quality of any of those above; however, they do bloom through the summer and lend themselves for use as shrubs.

PLANTING

Roses should be planted so that the bud or graft is at least 3 inches in the ground. (See illustration.) Deep and wide so the roots may spread out naturally without crowding. After sifting and working in fine soil between the fibrous roots, fill the hole two-thirds full of dirt, tramp it solid, and water several times. Finish filling your hole with soil, and also mound the earth up around the bush to a height of 4 to 6 inches. (See illustration.) This mound of earth prevents the canes from drying out by the sun and wind before the roots become established. It should be removed in 10 to 14 days.

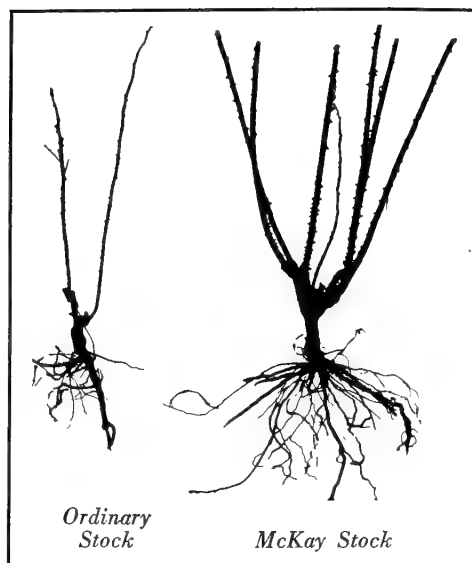


PLANTING DISTANCES

Hybrid Teas: 18 to 20 inches apart. Rugosas: 3 to 4 feet apart.
Hybrid Perpetuals: 2 feet apart. Native Roses, etc.: 3 to 4 feet apart.
Polyanthas: 12 to 18 inches apart.

PICKING ROSES

Gathering Roses by the armful is one of the joys of good gardening. The more you pick, the more there will be to pick. Really when you cut the blossoms you are pruning the plant, and the removal of blossoms is a challenge for the production of more. Intelligent picking, like good pruning, should shape the plant, should encourage it to produce more and better bloom on longer stems. Don't simply snip off the blossoms, leaving long spindling stems, cut them low so new growth will start well down on the plant.



McKay Roses are strong, healthy, field-grown plants that invariably bloom the first year.

PRUNING

HYBRID TEA and **POLYANTHA ROSES** bloom on new wood only and should be cut off at planting time to about 4 or 6 inches above ground, leaving only 3 or 4 buds per cane. (See illustration.) Likewise, every spring thereafter cut off about three-fourths of the previous year's growth.

HYBRID PERPETUAL ROSES, like Teas, bloom on new wood only, but are usually cut somewhat higher, at 6 to 10 inches above the ground. Again cut off three-fourths of the previous year's wood in succeeding springs.

CLIMBING ROSES. Cut to 6 inches above ground at planting time. (See illustration.) They probably won't bloom the first year. Since these Roses blossom on last year's wood only, it is customary to prune them in July after they are through blooming. At that time cut out most of last year's canes (that have just finished blooming) and let the strength of the roots go into the new shoots that are already coming up to make blooming wood for next year. These younger canes will be easier to lay down in the fall to protect for winter.

RUGOSAS. Cut off at 8 to 12 inches above ground at planting time and prune into shapely bushes in succeeding years.

NATIVE ROSES. Cut off at 12 to 18 inches above ground at planting time and only as necessary to shape plant in later years.

SPRAYING

HOW TO KEEP ROSES HEALTHY: It is very important to keep your Tea, Perpetual, Polyantha and Climbing Roses healthy, vigorous and free from diseases and insects. Since prevention is better than cure, we suggest that they be sprayed every 2 weeks from May 15th to August 1st. Either of the following methods is effective.

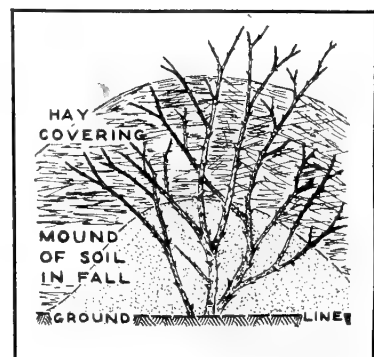
Liquid Spray: To 1 gallon of water add 2 tablespoonfuls of "Black Leaf 40," 3 level tablespoonfuls of dry lime-sulphur, and 1 tablespoonful of dry arsenate of lead and apply with a liquid sprayer that can be bought for \$1.00.

Dust Spray: Make a dry powder mixture of 1 part arsenate of lead, 1 part tobacco dust, and 9 parts of fine dusting sulphur and apply with a dust sprayer which can be bought for \$1.00.

The two spraying mixtures recommended above can also be bought in already mixed and prepared forms, ready for use.

WINTERING

In our severe climate, **TEA**, **PERPETUAL** and **POLYANTHA ROSES** should be carefully protected for the winter. To do this, mound earth around the plant to a height of 6 or 8 inches, late in fall and before the ground freezes. After the ground has frozen (probably in December), cover the entire Rose bed with hay or straw from 18 to 24 inches deep. This will protect the ground from alternate thawing and freezing, and cut down evaporation of moisture from the Rose canes. In the spring the mulch and mound of earth are removed and the Roses pruned as per "Pruning Instructions" above. (Protection of Climbing Roses has been treated under "Hardiness.")



*Roses that
don't Grow
are Expensive
at any Price*



PLANT ROSES BY THE DOZENS—A MASS PLANTING IS VERY EFFECTIVE

HYBRID PERPETUAL ROSES (June-July Roses)

These Roses are much more hardy, more sturdy, and more vigorous growing plants than the Hybrid Teas. Their flowers are larger, fuller, and generally more fragrant than those of the everblooming varieties. They are not, as their name might imply, **perpetual** bloomers, but produce one great burst of bloom in June and July—a lavish display of flowers which is not equaled by any of the ever-blooming sorts. Like the Hybrid Teas, they prefer a good rich clay loam soil. (See page 20 for complete cultural directions.)

AMERICAN BEAUTY. Large, rose-pink flowers of beautiful form; double, fragrant. Blooms with unusual freedom in the fall.

FRAU KARL DRUSCHKI (Snow Queen.) Best known of all pure white Roses. Large sized blooms, double, perfect in form, fragrant, and free-flowering.

J. B. CLARK. Very large, full and double flowers of light red, shaded dark crimson. Strong, upright grower. Slightly fragrant.

PAUL NEYRON. Dark lilac-rose blooms of immense size; double and fragrant. Almost smooth canes with leathery foliage. One of the best in this class.



Hugonis

AUSTRIAN BRIER ROSES

and Related Types

A yellow-flowered early blooming species that add variety and charm to the landscape. Mostly used as bushes in, or as part of, a shrub planting; sometimes in the foundation planting, or again, in the shrub border. They are all very hardy and require little, if any, pruning. Grow 4 to 6 feet high.

PERSIAN YELLOW. The lovely old-fashioned yellow Rose of our grandmother's garden. It grows into an open bush with long canes and golden yellow, semi-double flowers blooming in early June.

HARRISON'S YELLOW. Like the Persian Yellow Rose, but a more vigorous grower; the flowers are more double.

HUGONIS (Golden Rose of China). Hugonis takes first place among the single flowered early sorts. Just before Bridal Wreath season it is completely covered with large, clear yellow flowers profusely borne along the slender arching branches, making a striking display. It is a vigorous grower, dependable, and a first-class yellow flowering shrub. Excellent for planting in groups in the shrub border, in the foundation planting, or as a single specimen.

← See picture.

PRAIRIE or Shrub Roses

These Roses of native origin are hardy and need no winter protection. The varieties listed below have attractive single pink flowers ranging from 1½ to 2 inches in size. These are followed by red fruits or haws in the fall, giving a colorful winter effect. Some varieties have foliage with special characteristics of fragrance, summer color and fall coloring. They grow from 3 to 5 feet high. Their period of bloom lasts for 3 to 4 weeks in June and July after most other shrubs are through, making them very useful in extending and adding additional variety and color to the landscape planting. They are also used for naturalizing on hill-sides, as bank covers, for parks, cemeteries, and other public grounds. They grow easily and require practically no pruning and attention in after years.

BLANDA (Meadow Rose). Strong growing Rose, 3 to 5 feet high, with thornless branches of reddish purple color. Soft pink flowers. Red fruit pods in the fall. Will grow on poor and sandy soil.

CAROLINE (Marsh Rose). A Rose for wet or moist soils.

RUBRIFOLIA (Red-Leaf Rose). A very unusual Rose because of its bronze-red foliage.

LUCIDA (Virginia Rose). Blooms for 4 to 6 weeks, with pink flowers. Upright grower 4 to 6 feet. Its reddish stems and shiny red fruits are attractive all winter long.

SETIGERA (Prairie Rose). Characterized by its long, arching branches which grow from 5 to 8 feet long and bend over to the ground. The display of pink flowers in July is gorgeous and comes at a time when most spring and early summer shrubs are out of bloom.

Illustrated below.



Rosa Setigera

FLORIBUNDA ROSES

Improved Baby Ramblers — Everblooming Baby Roses

A new class of Roses whose persistence in blooming from June until frost, makes them ideal for planting in groups, borders and beds. Their masses of color through the summer produce a striking and permanent display. More and more people are planting them instead of perennial and annual flowers. They are easy to care for and are more hardy than the Tea Roses. Grow about 2 to 3 feet high with good foliage. Like all Roses, they require sun and do their best in the heavy fertile soils. Where color is important they merit a place in any garden, large or small. Truly, they are the "Roses of Tomorrow."

ELSE POULSEN. Single, semi-curved or ruffled bright rose-pink flowers of large size. Erect and free flowering.

DAGMAR SPATH (White La Fayette). Similar to the Improved La Fayette but with large trusses of pure white flowers.

IMPROVED LA FAYETTE.

Handsome semi-double flowers of a glowing red to crimson color somewhat fuller than Else Poulsen. An upright and vigorous grower and colorful variety. See picture. ➡

Rugosa Hybrid Roses ("Eskimo Beauties")

Besides being one of the most beautiful classes of Roses grown, this group has been rightly called "Eskimo Beauties" because of their extreme hardness in the North.

Many beautiful hybrids have been developed by crossing the parent "Rosa Rugosa Rubra" with the various Tea, Hybrid Tea and Rambler Roses.

The Rugosas have a tough wood with thick, leathery, dark green foliage which, in most instances, is entirely free of insects or diseases. They are vigorous growers, growing from 3 to 5 feet high, depending on the variety. All types of Rugosas are benefited by severe pruning at least every two years. They should never be allowed to become "leggy."

They may be used in the foundation planting, shrub border or as hedges. Our list comprises the very best varieties.

AGNES. A new Rugosa. Double coppery-yellow buds and flowers which become pale amber-gold upon opening. They are well shaped, sweetly fragrant, and freely produced in early summer. The growth is moderate.

BELLE POITEVINE. Clusters of large, semi-double, open blooms of soft pink. The plants produce an abundance of foliage. Bloom moderately but continuously all summer. See picture. ➡

CONRAD F. MEYER. A large, double rosy pink flower; fragrant and blooming nearly all summer. The foliage does not show so much of the Rugosa type.

HANSA. Semi-double, crimson flowers turning to purplish red with age. The clusters, bloom heavily in June and lighter through the summer. The best red Rugosa. flowers come in ➡

See picture. ➡

F. J. GROOTENDORST. Beautiful, small red flowers in clusters resembling a Carnation. It blooms from June until frost. Typical foliage and habits of the Rugosa, except it is more compact and does not grow as high, usually about 3 to 4 feet. It should be severely pruned back each spring.

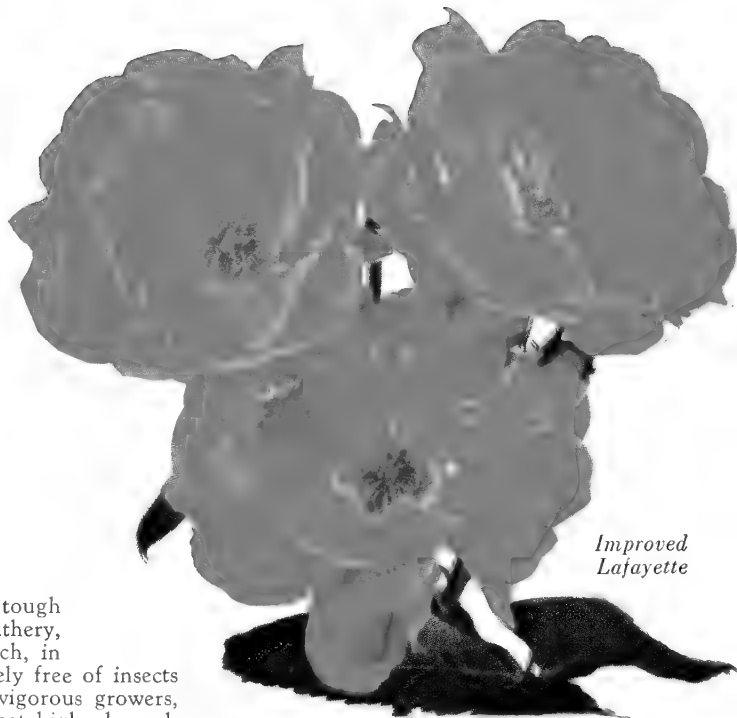
GROOTENDORST SUPREME. An improved F. J. Grootendorst Rose, with deeper crimson-red and longer lasting flowers.

See picture. ➡

PINK GROOTENDORST. The habit of the plant and shape of bloom are the same as the parent F. J. Grootendorst, but the color is clear, shell-pink.

SIR THOMAS LIPTON. The best pure white Rugosa Rose. Strong and vigorous; grows 4 feet high. Fragrant flowers, double, pure snow-white; borne continuously throughout the season.

See picture. ➡



Improved La Fayette

SARAH VAN FLEET. Quantities of fragrant, cupped blooms of apple-blossom-pink with deeper pink inside. The buds are long and dainty, and the flowers are fairly large, semi-double, and come in clusters. They have enchanting old-rose fragrance.

MAX GRAF. An ideal trailing Rose for retaining embankments, covering them with handsome, crinkled foliage that persists well into winter. Enchanting every spring, this lovely green ground-cover becomes decorated with large, single, apple-blossom-pink flowers. Plant 2 to 3 feet apart.

ROSA RUGOSA RUBRA (Red)

This Rose originated in the Orient. It is very hardy, a vigorous grower and is not troubled by insects. Grows 3 to 4 feet high. It has thick, leathery, wrinkled leaves, and the pinkish red flowers in June and July are followed by scarlet fruits or haws, which are very colorful in the fall. It is mostly used in landscape work.



THE ROSE

The Rose has ways
of saying things
We much delight
to hear
Without a spoken
word,
she brings
And keeps our loved
ones near.



Excelsa

Dorothy Perkins

CONSULT US

Nearly two score years of experience has made us familiar with hardy plants, soils, and Wisconsin climatic conditions. No matter whether your needs are small or extensive, our practical advice will help you.

Climbing Roses

What is more lovely than a trellis of lovely climbing Roses? Climbing Roses form a most lovely covering of foliage and flowers for the trellis, porch, or arbor. To be sure, they require some care and attention in the matter of winter protection, but the extra care is recompensed in fine beauty. (See page 20 for winter care.)

PAUL'S SCARLET CLIMBER

The brightest and purest red of all pillar Roses. Vivid scarlet-crimson, semi-double flowers in clusters that retain their color until they fall. The color, which never turns blue, is intensified by the numerous yellow stamens. A vigorous grower with a profusion of bloom that remains for a long season.

Climbing American Beauty



CLIMBING AMERICAN BEAUTY. Color rosy crimson; flowers about 4 inches in diameter, finely formed on long stems. Blooms very freely in May and June, and occasionally during the summer.

See picture.

CRIMSON RAMBLER. Crimson semi-double flowers, borne in clusters on vigorous plants. Very good arbor and porch plant, often making shoots from 8 to 15 feet in a season.

DOROTHY PERKINS. The beautiful, double, shell-pink flowers come in clusters in great profusion, making a wonderful display.

See picture.

DR. W. VAN FLEET. Perfectly formed, long-pointed, deep pink buds on long stems with several in a cluster, that open a lighter shade of pink.

EXCELSA (Red Dorothy Perkins). A radiant, blood-red cluster Rose, as free and double as Dorothy Perkins, of which it is the red prototype. The clusters are very large.

See picture.

GARDENIA (Yellow Rambler; Aglaia). The color is a decided yellow; the flowers are very sweet-scented; habit of growth is vigorous, well established plants often making shoots from 8 to 10 feet in height in a single season.

MARY WALLACE. A handsome Pillar Rose with huge, semi-double blooms of bright, clear, rose-pink deepening to salmon at the base. Beautiful in bouquets. A strong grower, with shiny foliage. We consider this climber one of the best.

PAUL'S SCARLET CLIMBER.

See picture.

SPANISH BEAUTY (Mme. Gregoire Stacchelin) Long-pointed buds of crimson open to an iridescent pearl-pink, with splashes of ruby-carmine on the outside of the petals. These deliciously fragrant blooms are produced so lavishly that they almost hide the plant, and, coming as they do on long stems, 12 to 18 inches, they are perfect for cutting. The long blooming period is followed by the largest Rose seed-pods.

TAUSENDSCHON. The buds are cherry-pink, opening to very double flowers of softer shades, all shades being found in a single cluster. A moderate grower.

WHITE DOROTHY PERKINS. The same habit of growth as the Dorothy Perkins. Where a white Rambler is desired, we recommend this variety.

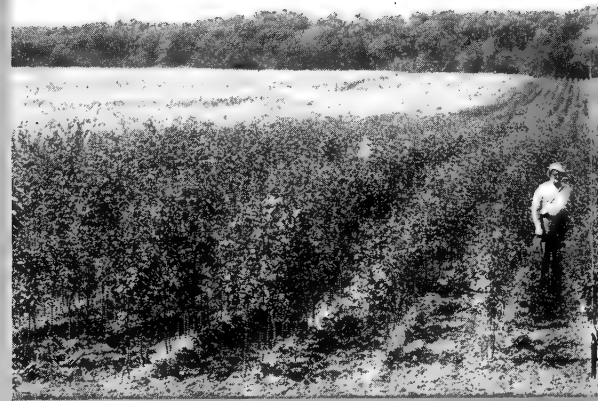


McKay

NURSERY COMPANY

*News and Views of Wisconsin's
Greatest Nursery*

Over 50 acres devoted to growing hardy nursery stock—McKay's have able trained workers, with every facility to speed their work, who stand ready to fill your order—McKay's have the beauty and well-being of your home and your community at heart.



ABOVE: A large block of hardy northern grown

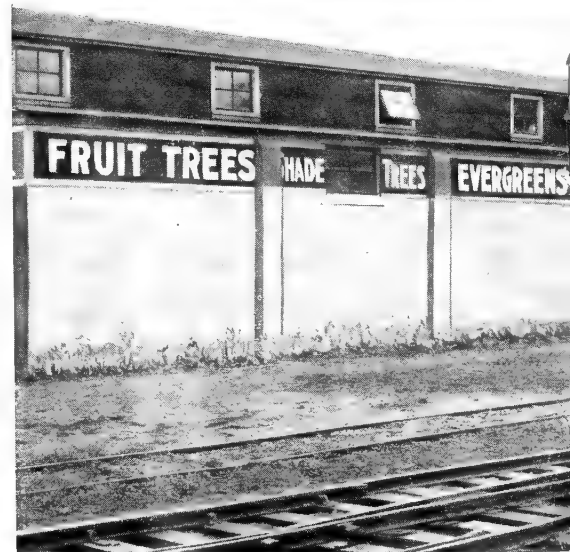
BELOW: Bush Hydrangeas a-bloom
in McKay fields

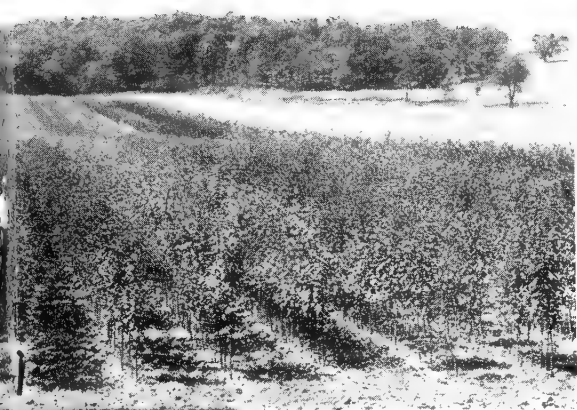
Visit Our
Nurseries
of over
500 Acres
at
Waterloo
Wis.



Blue
Spruce

BELOW: Japanese Yews
A fine example of McKay's Evergreens



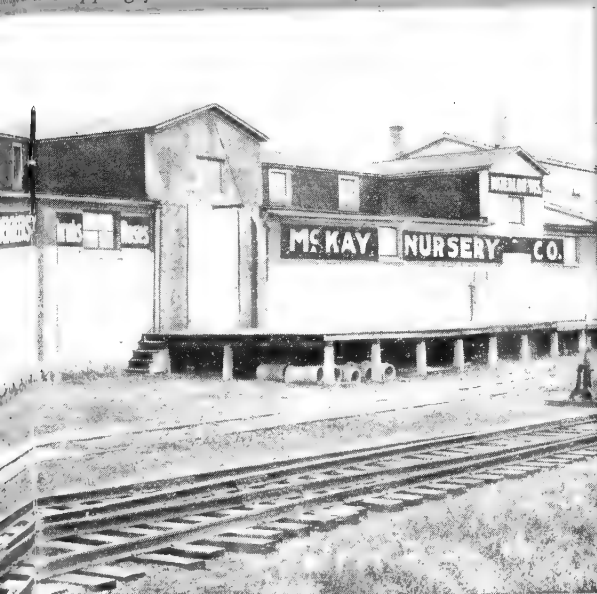


fruit trees

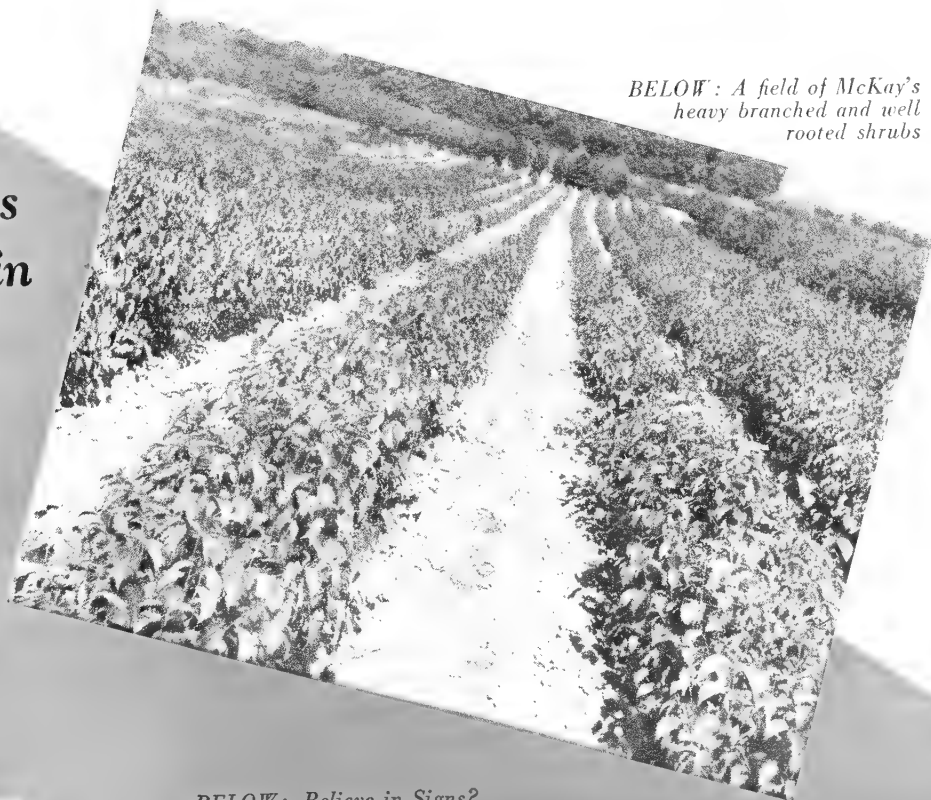


Write us
or Stop in
for a
Visit

storage and shipping facilities at Waterloo, Wis.



ABOVE: Hard Maple - McKay's have many fields of shade trees, all carefully nurtured for ultimate customer satisfaction



BELOW: A field of McKay's heavy branched and well rooted shrubs

BELOW: Believe in Signs?
This one says—"You're on the way to McKay's."



McKAY'S Famous Evergreens

McKay's Famous Evergreens, as the name indicates, are universally recognized for their exquisite beauty, hardiness and adaptability. There is no family of trees or shrubs more valuable to the landscape composition in this northern climate of ours than the Evergreens. The various hues of greens and blues, together with some purple shadings, add a novelty and charm to the beauty of the home grounds—a year-round beauty which knows no special season.

All evergreens may be trimmed and shaped to some extent. The Arbor-Vitae, Hemlocks, Junipers, and Yews will stand the heaviest and severest pruning of all, and may be trimmed and shaped into almost any desired form and size.

McKay's Evergreens represent the best strains of trees, properly grown and trimmed, transplanted and cultivated to insure a well formed top and a healthy root system.

Specializing over a period of many years in the growing of specimen evergreens, we offer the largest and most complete selection to be found anywhere in the Northwest. McKay's Famous Evergreens are adapted to practically every home beautification need. An unusually wide choice is offered in form, color and texture of the foliage. Our assistance in arranging your planting plans is available without cost.

Each variety is described from the standpoint of its habits. As to height, we have adopted broad classifications (right), which will guide you in judging the comparative size of species listed:

← Pyramid Arbor-Vitae

Sm. Trees commonly less than 10 feet at maturity.

Med. Trees usually from 10 to 50 feet at maturity.

Lg. Trees usually growing to a height of 50 feet or more at maturity.



American Arbor-Vitae

ARBOR-VITAE - Thuya

The Arbor-Vitae family, also called the White Cedar, is identified by its flat sprays of scale-like leaves, as contrasted with a strictly needle type of leaf, which is found on the other varieties of evergreens grown here in the northern states. The foliage is of a beautiful rich green color. They will grow in any good moist soil. They can be held to size because they all stand shearing well, lending themselves to the average small property planting.

PYRAMIDAL ARBOR-VITAE (Pyramidalis).

Med. The Pyramidal Arbor-Vitae is one of the most beautiful columnar types of evergreens. Because of its rapid growth, its good green color and the fact that it lends itself to shearing (thus keeping it at any desired size), it is one of the most useful of the pyramidal form trees. It can be used on either side of the entrance or in other places where narrow, tall effects are desired. (See picture above.)

GLOBE ARBOR-VITAE (Globosa). Sm. Of dense, dwarf habit, globular in outline; requires no shearing and always in good form.

AMERICAN ARBOR-VITAE (Occidentalis).

Med. The best known of the genus. Usually grows bushy at the bottom, tapering into a cone toward the top. It is most used as a low trimmed evergreen hedge, although it also makes a good untrimmed hedge, growing to a height of 15 to 20 feet. Useful for foundation plantings. (See picture above.)

SIBERIAN ARBOR-VITAE (Wareana).

Sm. Forms a dense and somewhat globular body of very symmetrical appearance. Somewhat harder than the Globe Arbor-Vitae.



Because of their beauty all through the year, in every season, home owners are taking out their old shrubbery and replacing it with evergreens.

It's Not a Home Until It's Planted

Left—
*Douglas
Fir*

Right—
*Andorra
Juniper*



JUNIPER - Juniperus

The Junipers form one of the most important groups of evergreens for landscape planting. The pyramidal and upright forms make beautiful specimens for entrance and group plantings, where you need architectural emphasis. The spreading forms are very good for foundation plantings and edgings for the taller trees. The prostrate forms are used for ground covers and rock gardens. As a family they are effective in all landscape plantings because of their variation in form and color tints. They are extremely hardy and of rapid growth. Prefer a sunny situation and do well in all the sandy and drier soils of the region.

FIR - Abies

DOUGLAS FIR. Lg. A beautiful, tall growing, conical form tree, with spreading horizontal branches, quite flexible. Needles are 1 inch long, of a soft bluish green color. A rapid growing tree, valuable for its hardiness and adaptability to many situations. It thrives well in almost any location. A native of the Rocky Mountains.

CONCOLOR FIR (White Silver). Lg. The showiest of the Firs. A beautiful picturesque species from Colorado, with long thick needles, varying from a light green to a soft blue. A good specimen tree for the lawn, or for color contrasts in groups of trees of darker colors.

HEMLOCK - Tsuga

HEMLOCK. Med. One of the evergreens for planting in shady places, and where it has a little protection from the wind. It likes the north side of a building and plenty of moisture. A graceful tree with loose open growth, slender and drooping branches.

ANDORRA (*Communis depressa plumosa*). Sm. A new low-growing, spreading, dwarf evergreen of graceful form and most distinctive coloring; a beautiful silvery green in the spring, turning to a silvery purple or plum color in the fall. It grows about 8 to 12 inches tall and has a spread of 3 or 4 feet when fully developed. Stands pruning.

COMMUNIS (*Canadensis*). Sm. The well-known, valuable, many-stemmed dwarf Juniper. Rarely exceeds 2 feet in height. It is at home on sandy or gravelly hillsides fully exposed to the sun.

COMMUNIS, Vase Shape. Sm. A horticultural selection of the Juniper *Communis*, growing more erect and vase shaped. It has an attractive grayish green color with sharp prickly needles. Rapid grower. Semi-dwarf.

CANNART (*Cannarti*). Med. One of the leading varieties of Junipers, having a rich green, tufted foliage. It holds its color throughout the winter. An irregular, upright grower, which, if trimmed, can be made very compact and dense, and kept at any size wanted. Some trees bear a heavy crop of blue and silver-colored Juniper berries (which hang well into the fall and are relished by some birds). A medium sized tree, growing to 8 or 10 feet.

Left—
*Pfitzer's
Juniper*

Splendid
Evergreens
for
Foundation
Planting

Right—
*Cannart's
Juniper*



JUNIPER—Continued

COLUMNARIS (*Chinensis Pyramidalis*). Med. A distinct, narrow columnar tree with a decorative blue-green foliage, retaining its color well into winter. Needles are sharp and swordlike, of a glaucous blue-green color.

DUNDEE. Med. A new variety, valuable because of its compact, pyramidal growth. During the summer it has a grayish green color, turning to a plum shade during the winter months. This unusual winter color makes the tree particularly attractive. Attains a height of about 15 feet. **See picture below.**

GLAUCA. Med. This variety is unique because the entire young growth is of a silvery blue, which changes to beautiful bluish green in winter. It never grows very large, not over 8 or 10 feet, and it can be kept even smaller if desired.

KETELEERI. Med. A fairly compact tree of a broad pyramidal habit, with ascending branches. The scalelike foliage is rather loosely arranged on the branchlets and is of a bright green color. The powdery blue Juniper berries borne on some of the trees are of a large size, up to one-half inch in diameter. 12 to 15 feet.

PFITZER'S (*Pfitzeriana*). Sm. The finest of all evergreens for foundation and border plantings. Its great popularity is due to the fact that it adapts itself to a great variety of soils and is one of the few evergreens that will tolerate some shade. As to appearance, it is very graceful. Its low, irregular form appeals to most lovers of evergreens. Color is dark green with a grayish overcast. Grows to 2 feet high and up to 6 or 7 feet in diameter; although, like all the other Junipers, it can be sheared once a year and kept to any size desired. It is ideal for foundation planting, foreground of evergreen groups or rockeries. **See picture on page 27.**

BLUE PFITZER'S (*Juniper Glauca Hertzii*). Sm. The outstanding evergreen introduction in recent years. Like its parent, Pfitzer's, it has a spreading habit but instead of green foliage, this has a silver-blue foliage that attracts attention. Used in foundation planting, it will add color variety to the landscape picture. It can be sheared and kept at any size. Perfectly hardy.



The low growing form of Pfitzer Juniper across the front of this house flanked by the 7-foot Pyramid Arbor-Vitae on each end, makes a charming foundation planting. It is simple, economical, and artistic.

It is easy to care for and always presents a "dressed-up" appearance.

Home of MR. and MRS. DAVID HAMILTON, 3122 Center Ave., Madison, Wis.

Plant Evergreens for Year Around Color and Beauty

*Dundee
Juniper*



Sargent Juniper

SARGENT. Sm. Foliage is bright green when it first comes out, changing to a bluish cast as the season advances. It only grows a few inches tall and makes a mat 3 to 4 feet across when fully developed. An extremely hardy type which will do well in poor soil. **See picture above.**

MEYER'S. Sm. An irregular upright growing type of Juniper, rarely over 3 feet high. The leaves are pointed, prickly and of a bright shining blue and pink color. Excellent in a rock garden.

SAVIN (*Sabina*). Sm. Of dwarf, spreading growth. Hardy and thrives well on poor soil; a favorite for rockwork.

SILVER (*Scopulorum*). Med. A native of Colorado. The trees are silver colored, of irregular, upright growth, with fine foliage. It retains its inner foliage.

STRICTA. Sm. This variety has a fine silvery green color and grows conical in silhouette, tapering from the ground to a sharp point at the top. Its growth is compact and very slow, which makes it an ideal plant for foundation and rock garden planting. Use in southern Wisconsin and Illinois only.

VIRGINIANA (*Red Cedar*). Med. Probably the best known species of this whole family. The Red Cedar is native throughout Wisconsin and the entire Northwest. It does well in dry and exposed locations, and is admirably adapted to windbreak planting; exceedingly valuable in mixed plantings. 15 to 20 feet. **See picture.** ➡

Our Landscape Architects Plan "With You" rather than "For You"



Juniper Virginiana

Keeping Evergreens Healthy

Methods Recommended by The Wisconsin Department of Agriculture and Markets.

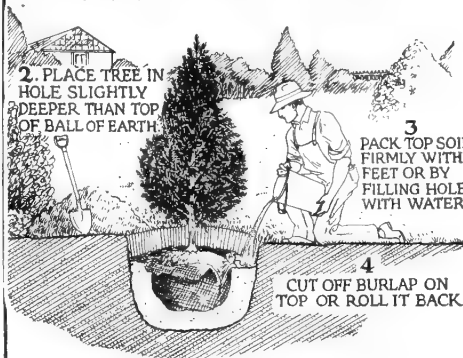
With the advent of hot dry summer weather evergreens should be given plenty of water and carefully guarded against red spider attack. This pest is a very small mite, barely visible. If allowed to become numerous on evergreens that mite will, through its habit of sucking sap from the foliage, cause them to lose their characteristic colors and assume a "rusty" appearance. Red spider can readily be controlled by the employment of one of the following methods:

1. Syringe the foliage with water under pressure from garden hose or power sprayer, taking particular pains to secure a forceful spray applied from underneath the foliage.
2. Spraying with a glue spray consisting of $\frac{1}{2}$ lb. of a cheap grade of ground bone glue in 5 gals. of water. (Dissolve the glue first in a small amount of boiling water.)
3. Dust with sulphur liberally on a warm day, using a superfine commercial brand of dusting sulphur.

Follow directions. If used as recommended no injury will result from any of these treatments. Avoid spraying an evergreen in the middle of the day as water alone will sometimes result in injury by scalding at such times. Repeat treatment six days after first application to kill young spiders escaping in egg stage and remember that applications should be made as often as necessary because of continual reinfestations.

For further information on diseases, write to State Entomologist, State Capital, Madison, Wis.

1
DIG HOLE AT LEAST A FOOT LARGER AND DEEPER THAN EARTH ATTACHED TO TREE. COMPLETELY SURROUND ROOT OR BALL OF EARTH WITH RICH LOAMY TOP SOIL.



How to Plant Balled and Burlapped Evergreens

Follow directions as outlined in picture above. If ball of earth appears hard and dry upon arrival soak it in a tub of water before planting. Leave saucer around base of tree so that drainage will be towards tree. Do not put fresh manure in hole so it comes in contact with the roots. Use well-rotted manure and spread it on the ground after tree is planted and hole filled up. Keep ground well cultivated or mulched. When watering see that ground is soaked to a depth of 12 or 15 inches. Just sprinkling the surface is not enough.

How to Prune Evergreens

Evergreens are pruned for the following reasons:

- To keep tree within certain limits of size.
- To shape the tree into some special form.
- To invigorate a weak tree.

In order to keep a planting of evergreens around a small home neat and attractive for the greatest number of years, requires that their size be kept within certain bounds. The first consideration, of course, is to choose trees which are more nearly suited by natural growth to the planting being done; and then to keep them in a thrifty, vigorous, and attractive form by pruning.

The ideal time for pruning evergreens is in late spring or early summer, although they can be trimmed any time from late March until October.

PRUNING JUNIPERS, ARBOR-VITAE, YEW AND HEMLOCKS

These evergreens can be trimmed severely with pruning or hedge shears and kept to a certain size. Naturally, it is better practice to prune regularly once or twice a season, rather than to neglect pruning for several years and then expect to bring the trees back into form all at once. Again trim less severely the first few years after planting, than in later years, after the trees have reached the ideal size. Don't hesitate to cut off the top of the tree when it has reached the desired height.

PRUNING PINES AND SPRUCES

These are best pruned in early summer when the new yellowish green stem is developing but before the needles have started to grow out from these stems. If this ideal pruning time has been delayed, it can still be done when the needles are growing but before they are full grown. Pines are best pruned with a knife or small one-hand pruning shears, by cutting off a given amount of this new growth each year.

When the trees are small and newly planted, merely cut back some of the longer branches to shape and form the trees. When the trees get to be of proper size, cut off nearly all of this new growth, including the top of the tree. In this way, evergreens like Mugho Pine can be kept neat, small, and compact, extending the life of the planting.

TABLE OF EVERGREENS and THEIR CHARACTERISTICS

Variety	Form	Soil	Color	Landscape Value	Sun or Shade	Hardiness
Juniper Andorra	CR	Thrive in any well-drained soil. Do well in the sandier soils of the state.	Silver-blue	Rock garden, — Turns silver-purple for winter Banks. — Holds color for winter Ground cover— Browns for winter	Sun	H
Juniper Sargentii	CR		Dark green			H
Juniper Communis	SE		Gray-green			H
Juniper Pfitzeriana*	SE		Dark green	Very good for foundation plantings.		VH
Juniper Pfitz. Blue	SE		Silver-blue			H
Juniper Savin	SE		Dark green	Foundation, border, rock garden, group plantings.		H
Juniper Meyeri	SE		Bluish pink			H
Juniper Cannarti	IU		Deep green			VH
Juniper Glauca	IU		Silver-blue	Foundation, group, naturalizing. Blue berries for winter.		H
Juniper Dundee	Py		Bluish gray			VH
Juniper Columnaris	Py		Bluish green	Specimen, foundation, group. Changes to plum-purple for winter. Holds good color throughout year.		H
Juniper Keteleeri	Py		Green			VH
Juniper Virginiana	Py		Green	Groups, naturalizing, screens. Browns for winter.		VH
Arbor-Vitae Siberian	Gl	Moist loam	Green	Formal trees for foundation planting and accents. Give plenty of water to, especially in fall before ground freezes. Hedge, foundation, group, background, screen.	Sun or Partial Shade	VH
Arbor-Vitae Pyramid	Pv		Green			VH
Arbor-Vitae American	Co		Green			VH
Fir Douglas	Co	Average	Dark green	Specimen, group, background, screen.	Sun	VH
Pine Mugho	Gl	Average	Light green	Foundation, specimen, rock garden.		VH
Pine Austrian	Co		Deep green			VH
Pine Scotch	Co		Light green	Specimen, group, background, screen, windbreak, or naturalizing. Austrian Pine is best for lawn specimen.		VH
Pine White	Co		Green			VH
Pine Red	Co		Deep green	Red Pine grows in poorest and sandiest of soils.	VH	
Spruce Black Hills	Co	Average	Blue-green	Specimen, group, background, screen, windbreak.	Sun	VH
Spruce Colorado Blue	Co		Silver-blue			VH
Spruce Koster's Blue	Co		Silver-blue	Lawn specimen; or use one or more trees in an evergreen group. Group, background, screen, windbreak, woodlot. Most rapid grower.		VH
Spruce Norway	Co		Dark green			VH
Hemlock American	IU		Green	Foundation, group, hedge, screen, naturalizing.	Shade	VH
Taxus Cuspidata	SE	Moist loam	Very dark Green	Ideal for foundation planting; also in groups. Beautiful evergreens. Some have red berries in winter.	Sun or Shade	H
Taxus Capitata	Co					
Taxus Intermedia	SE					
Taxus Brevifolia	Gl					

*Juniper Pfitzeriana will stand some shade and grow in most any kind of soil. Hardiness—VH: Very hardy. H: Hardy in southern Wisconsin.



IU (Irregular Upright)



GI (Globe)



Py (Pyramidal)



CR (Creeper)



SE (Semi-Erect)



Co (Cone)



PINE - Pinus

The Pines are used principally for group or mass plantings where the trees can grow to a fairly large size. They are very rugged and picturesque. The Austrian and Scotch Pines make good lawn specimen trees, while the Mugho, being of a small dwarf habit, lends itself to foundation planting work.

AUSTRIAN (Nigra). Lg. A robust, stately Pine, rapid in growth and very hardy. It is one of the most picturesque Pine, making a tall, handsome tree, with a broad, oval head. Has long, stiff, dark green needles. Fine for lawn specimen or evergreen group planting.

← See picture.

MUGHO (Mughus). Sm. A very choice, hardy, dwarf evergreen; slow growing, compact and neat in its habit, somewhat globular. Our trees are of the true compact type. Valuable for foundation planting.

See picture. →

PONDEROSA. (Western Yellow Pine.) Lg. Heavy massive needles from 6 to 10 inches long. Tree grows wide and tall, resembling the Austrian Pine. Thrives in any soil.

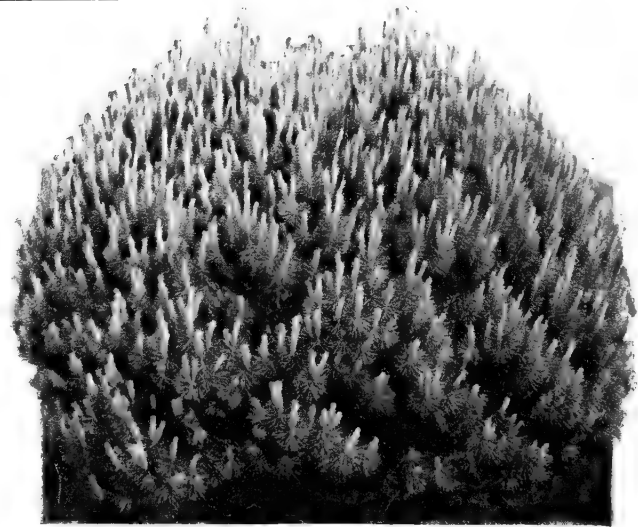
RED or NORWAY (Resinosa). Lg. Another long-needled Pine, resembling the Austrian Pine. Native of Northern Wisconsin.

SCOTCH (Sylvestris). Lg. As a native of the British Isles, it is a fine, robust, rapid growing tree, very thrifty. Needles are 2 to 5 inches long, of a light green color. For specimen or group plantings.

WHITE (Strobus). Lg. The "King of the North Woods." The most ornamental of our native evergreens; foliage light, delicate or silvery green. Grows in the poorest, light, sandy soil.



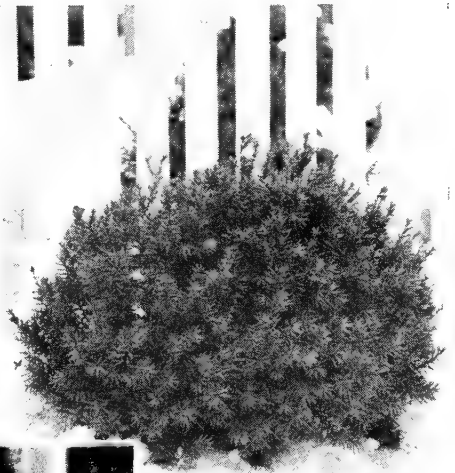
Austrian Pine



Mugho Pine

Soldier Memorials

There can be no finer memorial to our heroes than a living, growing shrine—a planting of evergreens along a boulevard or in a park. A thing of beauty, a joy forever—a fitting tribute to America's immortals.



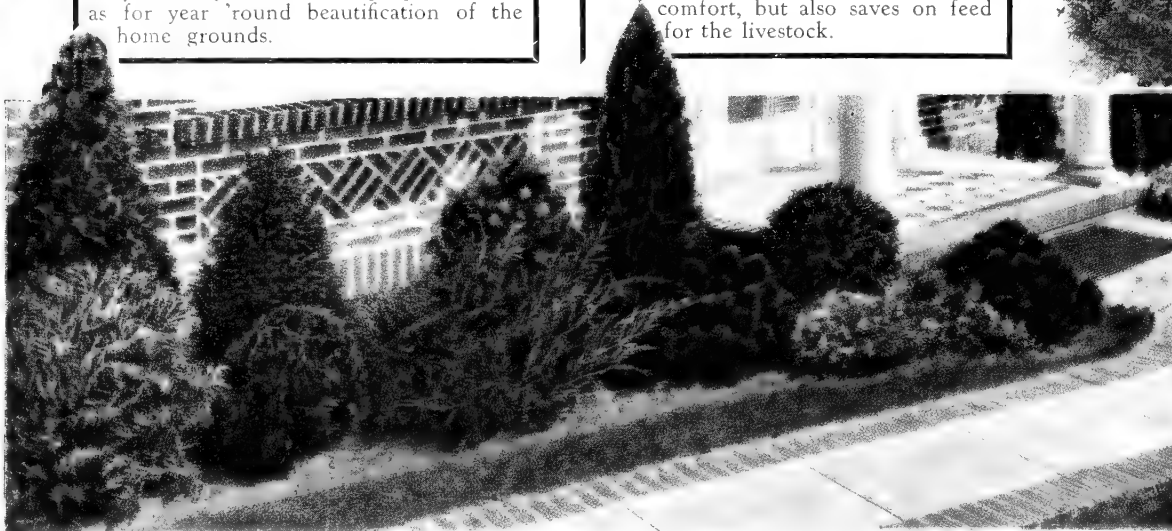
Taxus Brevifolia

Have You an OUTDOOR CHRISTMAS TREE?

Increasingly popular is the custom of decorating outdoor Christmas trees for the holiday season. We offer an extensive variety of evergreens for this purpose as well as for year round beautification of the home grounds.

EVERGREEN WINDBREAKS

An Evergreen Windbreak on a farmstead is best appreciated by the farmer who already has one. Such a windbreak not only tempers the cold winds for both man and animal's winter comfort, but also saves on feed for the livestock.



American Arbor-Vitae

Taxus Capitata

Juniper Meyeri

Pyramidal Arbor-Vitae

Globe Arbor-Vitae

Mugho Pine

Taxus Cuspidata

Globe Arbor-Vitae

Pfitzer's Juniper

Mugho Pine

SPECIMEN EVERGREENS

All of McKay's Specimen Evergreens are sold B&B (Balled and Burlapped.) This means they are dug out of the field with a solid ball of earth and wrapped with burlap.

SPRUCE - Picea

The Spruce are among our best known evergreens. The needles are short, stiff and sharp pointed. They all grow tall and upright, forming a densely branched cone. They are used for group and mass plantings, screens and windbreaks, and as lawn specimens.

BLACK HILLS. Med. We wish to call particular attention to the Black Hills Spruce. This variety, being the smallest of the Spruces, develops into sturdy, heavy bodied, compact, conical trees. It is a native of the Black Hills country of South Dakota, and as such will stand some dryness. Its color—green, with a silvery blue cast. Hardy, easily planted and a great favorite.

COLORADO BLUE. The handsomest tree on the Rocky Mountain trail. Picture in your mind a perfectly shaped tree, filled with heavy foliage of a rich, glistening blue, flashing and sparkling in the sunlight. It is used mostly for specimen lawn planting, where it becomes the prize tree of the property. One or two of these trees planted in among other dark green foliated evergreens add distinction to the group.

COLORADO GREEN. Similar to the Colorado Blue Spruce but green instead of blue in color.

KOSTER'S BLUE. Lg. A grafted form of the best of the Blue Spruces. The triumph of evergreen development—when man and nature teamed to produce true beauty. Foliage is silvery blue, densely crowded on the many branches. McKay's plantings of this beautiful and popular evergreen have been grown with great care from stock which we know is the genuine Koster's, guaranteeing its true blue color. (See illustration at right.)

NORWAY. A very thrifty and rapid growing Spruce of a good green color. Best Spruce for screens and windbreaks. Also useful for backgrounds of group and mass plantings, where it soon towers up behind the other evergreens.

WHITE. Med. Resembles the Black Hills Spruce in form, branch, and needle characteristics. A native of northern Wisconsin, where it grows on the lower and wetter lands. Can be used like the Black Hills Spruce.

YEW - Taxus

The Yews are particularly noteworthy for their rich, dark green foliage, the color of which is held throughout the year. They grow rather slowly, stand shearing well, and are especially useful for foundation plantings. Have red berries for the fall. All Yews are heavy feeders, and respond to fertilizer in general vitality and rapidity of growth.

BREVIFOLIA. Sm. A low, bushy, dwarf variety, very compact and dense, with heavy dark green, waxy needles. Very slow growing. Rarely gets more than 2 feet high. Hardest of all Yews.
 ← See picture on page 30.

CUSPIDATA. Med. A bushy irregular spreading type of Yew, growing like the Pfitzer Juniper. As with the Capitata, about half of the new growth should be cut off every summer to thicken and shape tree. The development of this tree (as well as that of any of the other Yews), can be regulated by pruning. By shearing the sides, the growth will be more upright. Likewise by shearing the top, the growth will tend to be more spreading.

See picture at left below.

The Yews actually thrive in shade and in this respect differ from other evergreens. Because they survive a smoky atmosphere, they are one of the few evergreens suitable for planting in congested cities. They are the best evergreens for shady places.

CAPITATA. Med. An upright growing conical tree, broad at the base and tapering to the top. Because it is such a fast grower about half of the new growth should be pruned off every summer. This tends to thicken tree and form a better shape.

See picture in lower right corner. →

CUSPIDATA INTERMEDIA. Sm. This is one of the newer varieties, which we like very much. It's a hybrid development of T. Brevifolia with its same rich dark green, heavy plump needles. Grows faster and larger than Brevifolia, but not as fast or large as Cuspidata. One of the harder Yews. See picture below.



Black Hills Spruce



Koster's Blue Spruce

We offer both Koster and Colorado Blue Spruce

Truly: Evergreens like these will add charm to any home.



Taxus Cuspidata



Taxus Capitata

Taxus Intermedia



McKAY'S Stately Shade Trees

The value and beauty of shade trees are appreciated universally. Shade trees, because they are of major importance in every landscape plan, become a long-time investment and should be selected with the utmost care. For greatest permanency, choose the hardwood types, although they grow more slowly. Of course the faster growing soft wood varieties, too, are very desirable and useful, and find an indispensable place in every landscape. Soft woods are used more liberally, usually interspersed among the hardwood varieties.

ELM - *Ulmus*

Stately Trees of Grace and Beauty

GRAFTED ELMS

American Elms as they grow in nature or in the nursery rows from seedlings, develop into trees of extreme variations. To overcome these variations three select forms, namely, the "Vase Elm," "Moline Elm," and "Parkway Elm," have been developed. These types are propagated by grafting from the parent tree, on selected stocks. This insures their uniform growth and development. By planting a street or boulevard with these types of Elms you are assured that they will develop into trees absolutely uniform in shape and size. We recommend them to the particular buyer.

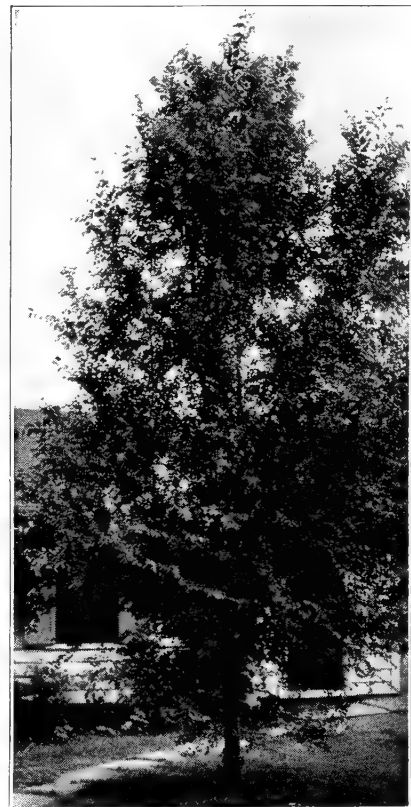
MOLINE ELM. This has become the most popular of the grafted Elm types. The outstanding characteristic of the Moline Elm is its conical shape and pyramidal growth in early years. It develops very heavy and strong branches. As the tree grows older and reaches maturity the weight of the branches arches them, so it gradually takes on the typical arching form or umbrella formation that we like to see in a "perfect Elm." Every tree develops perfectly. (See street planting picture below.) The foliage is dark green, deeply veined, and much larger than the ordinary Elm leaf. In its young growth the bark is smooth and greenish gray. It is an unusually fast grower. The Moline Elm is an all-around good tree for general street planting, park planting, and for the home grounds. It is the best tree for narrow streets and small home lots. Being long lived, it is a permanent tree. Our stock of these trees is excellent.

PARKWAY ELM. Another grafted variety of much merit. The Parkway Elm is a hardy, beautiful tree of semi-spreading habit. Like the Vase and Moline, a number of these trees planted on the boulevard are truly beautiful. Its foliage is rugged and a beautiful deep green color. It is a rapid grower.

VASE ELM. This Elm is so named because of its characteristic open top or vase shape of branching. The growth is spreading, but still upright, with the top much broader than the center.

AMERICAN WHITE ELM. Lg. The native tree of this region and one of the most beautiful. Up to 15 years ago, it was the most commonly planted tree. A noble spreading, drooping tree of our woods, and a grand tree for street, park or home planting. It is long lived, hardy, rapid growing, and at maturity develops to immense size.

CHINESE ELM. A very rapid-growing tree that does well in especially difficult situations, thriving in poor and sandy soils and dry locations. The leaves are much smaller than those of the American Elm types, being among the first to appear in the spring. Plant where you need a tree quickly, but only for twenty or thirty years duration. Because of its rapid growth the Chinese Elm is often planted for farm windbreaks. For this purpose it makes a heavy compact growth in few years.



Chinese Elm

Community Street Planting

This street view (left) reflects commendable community pride. The trees are McKay grafted Elms, one of the very best varieties for street planting.

Such systematic street plantings display far-sighted vision on the part of city officials. Notice how the trees are spaced evenly apart, the entire length of the street, neither too close (a common mistake), nor too far apart to destroy the over-all effect. This scene will actually improve with age. There is no reason why this same effect cannot be developed in your neighborhood.

Real Estate Subdivision Planting

Both realtor and home owner should project their development plans into the future by a well-considered program of street planting. This is particularly important in new residential areas. Only by such a plan will the community develop its true beauty and ultimate value as a site for truly liveable homes.

It has been our privilege to plan the street tree plantings for a number of successful realtors. Because of our success our landscape department will be called upon for more and more of this work.



A STREET PLANTING OF GRAFTED ELMS

ASH - Fraxinus

WHITE (Americana). Lg. The well-known native tree of most graceful shape and habit. Fine for street, lawn, grove and park. Broad round head, somewhat open in growth. Bark of trunk a clean light gray, foliage attractive, turning to yellow and purple in autumn. It is long lived, does not need pruning. Requires good soil and moisture.

BIRCH - Betula

AMERICAN WHITE (Populifolia). Med. A graceful tree with silvery bark and slender branches. Quite erect when planted but afterward assumes a charming drooping habit.

PAPER or CANOE (Papyrifera). Med. This white-barked Birch is wonderfully effective, particularly if planted in or ahead of evergreen groups, rendering it very effective in landscape and lawns.

RIVER (Nigra). Med. Also called Red Birch because of its reddish brown or cinnamon-colored bark, which sheds and appears ragged and torn as it peels. Does best in moist, sandy soils.

WEeping CUT-LEAF (Pendula laciniata). Med. It is a tall, slender tree, yet vigorous in growth. It has an erect central trunk, somewhat pyramidal in shape, with graceful, drooping branches and white bark on all the old wood. Has beautiful lacinated foliage.



Scheideckeri Flowering Crab

CRABS - Flowering

Everyone loves Apple blossoms and the Flowering Crabs will supply these blossoms in even greater beauty than the fruiting Apple trees. The trees are of dwarf habit so they are well adapted to the home grounds. Flowering Crab blossoms open slowly and last a long time. Use them freely for spring beauty in your landscape. The trees are absolutely hardy.

JAPANESE VARIETIES

These varieties are literally covered with blossoms in May and are a beautiful sight when in bloom. Because of the smooth texture of the leaves the Japanese varieties are not susceptible to the Cedar Rust and can therefore be planted near Junipers.

CARMINE (Atrosanguinea). A mass of single, crimson blossoms. Fruit, reddish yellow.

ELEYI. Large wide-open single rose-red flowers. Very large fruit. Spreading type tree.

FLORIBUNDA. A wealth of delicately colored pink buds opening to white flowers. Heavy bloomer. A small spreading tree of graceful form. A universal favorite. See picture at right.

PARKMANI. Warm, rose buds, opening into pinkish white, semi-double flowers. Open type tree.

RED SILVER. Reddish purple leaves, carmine flowers. Upright growth.

RED VEINED (Niedzwetkiana). Large purplish red flowers, twigs, leaves and fruit. A rather large spreading type tree.

SCHEIDECKERI. Lovely semi-double, shell-pink flowers in early spring. Profuse bloomer. Heavily loaded with small waxy yellow fruits in late summer. Somewhat upright in habit and formal in effect. One of the best. See picture above.

AMERICAN VARIETIES

Like the Japanese Flowering Crabs with their beautiful flower displays in May, but are subject to Cedar Rust, therefore should not be planted in the vicinity of Junipers.

PRAIRIE CRAB (Ioensis). The well-known Crab we find in our native landscape. Single, deep pink blossoms. Grows fairly large.

BECHTEL'S, Double Flowering. Probably the best known of the Crabs. A small tree bearing great quantities of beautiful double pink flowers late in May, later than other varieties. The blooms resemble small Roses and have a spicy fragrance.

DOLGO. A new Crab Apple that gives you a happy combination of good fruit with a shapely tree; beautiful in flower and fruit. The fiery red clusters of fruit are a handsome sight.

HOPA. One of the most popular varieties of Crabs. Beautiful in spring with its gorgeous display of single rose-pink flowers, followed by red fruit in late summer. Its beauty is accentuated in summer by its bronze-green foliage. Strong, healthy, wide-growing type of tree. See picture at left.

GINKGO - Maidenhair Tree

A very interesting ornamental tree for the lawn. A tall, picturesque, hardy tree with irregular ascending branches. The fan-shaped leaves are dark green and leathery in appearance. Their color changes to a golden yellow in the fall. Mature trees present a unique and sketchy outline.

HACKBERRY - Celtis

This tree resembles the American Elm in foliage and twig characteristics. The bark is ridged in an interesting manner. It will grow in exposed situations and on poorer soils than many other trees.

LINDEN - Basswood; Tilia

AMERICAN (Americana). Lg. A well-known stately tree with large, heart-shaped leaves of a pleasing green color. A vigorous grower of pyramidal habit when young, but eventually a large, round-headed tree. A valuable lawn tree and should be more widely used for this purpose.

LOCUST

HONEY or Sweet (Gleditsia triacanthos). Med. A handsome, clean and rapid growing tree of open habit, which makes it a good tree for locations where you don't want too dense shade. Its delicate, fernlike, bright green foliage is unusual and attractive. The greenish white flowers, which blossom in June, are very fragrant.

BLACK (Robinia pseudoacacia). Med. A root-suckering type of tree, with a network of roots like Sumac. Excellent for bank covers to keep the soil from washing. Usually planted in a seedling size.



Hopa Flowering Crab

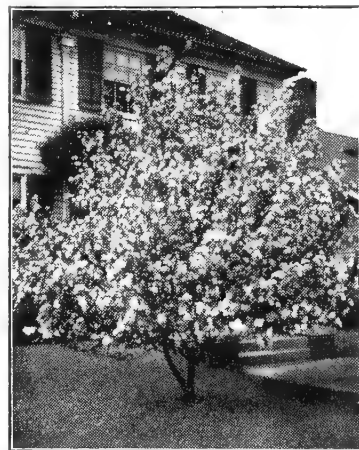
BUTTERNUT

(Juglans cinerea)

Lg. Very much resembles the Black Walnut. It is a moisture-loving tree and succeeds best on low, rich soils. A broad, open top tree, with light green, compound foliage and gray bark. Best known for the nuts that it produces.

CATALPA

SPECIOSA (Western.) Lg. A rapid growing tree, with large heart-shaped leaves. Large heads of creamy white flowers and long bean pods in the fall are its distinguishing features.



Floribunda Flowering Crab

MOUNTAIN ASH

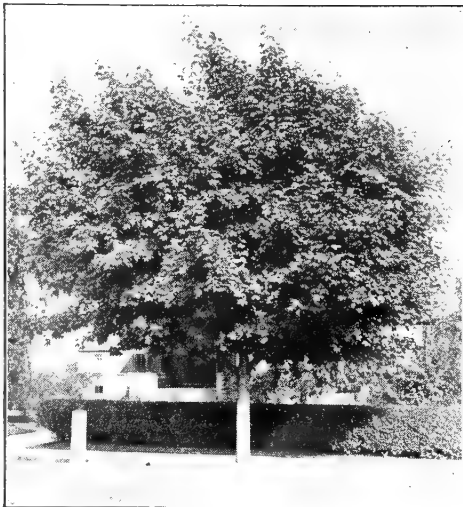
Sorbus

A small tree with symmetrical, round-topped head. In late spring great clusters of white flowers make the tree very attractive and in the fall are followed by large clusters of orange-red berries. Birds like the fruit.

AMERICAN (Americana). Somewhat open and irregular in growth. Leaves take on a yellow-bronze fall color. Orange berries.

EUROPEAN (Aucuparia). More compact and symmetrical in growth than the American variety. Foliage colors yellow in fall. Orange berries.

*Plan to Plant
Another Tree*



Norway Maple

Plant Big Trees

Save Years of Waiting

You need not wait for results when you plant our large specimen trees. These large trees bring immediate beauty and shade to your yard.

We have hundreds of large trees in various sizes that can be moved within a reasonable distance of our nursery at Waterloo, Wis.

See these big trees at our nursery and select the ones that please you. With our modern tree moving equipment and experienced men we guarantee to move them safely.

See Picture on Page 47.



Thorn, Crus Galli

MAPLE - Acer

GINNALA, Amur Maple. A graceful shrub or dwarf tree with beautiful fall coloring. Can be used for lawn specimens or for border plantings.

HARD or SUGAR (Saccharum). Lg. A beautiful and stately tree, with a smooth trunk and forming a dense, oval head. The foliage is large and handsome, and of a rich, pleasing green, turning to beautiful shades of orange, yellow and red in autumn. It makes a splendid lawn tree. Adapts itself to most soils, particularly a stiff, heavy clay.

NORWAY (Platanoides). Med. Most popular variety of the Maple group, either for the lawn or street planting. It forms a perfect, rounded head, with large, deep green foliage. It is very hardy, easily transplanted, very compact in form, and grows moderately fast. The leaves turn a golden yellow in the fall.

RUBRUM, Red or Scarlet Maple. A native tree, very attractive as a lawn specimen. In winter the young twigs are bright red. In the spring the red flowers come out before the leaves. In the fall it vies with the colors of the oaks, sugar maples, sumac, etc. Prefers a moist soil.

SCHWEDLER'S PURPLE. Med. The young shoots and leaves are of a bright purplish and crimson color. The older leaves change to a purplish green. A most desirable ornamental tree for the contrast of its foliage. It is similar to the Norway Maple in form and growth.

SILVER or SOFT. Lg. A magnificent shade and ornamental tree of rapid growth. It is exceedingly hardy and will thrive in any soil and in any locality. The leaves are beautifully shaped and have a silvery gleam.

SKINNER'S CUT-LEAF. Med. A variety of Silver or Soft Maple with finely cut or fern-leaved foliage and graceful drooping branches.

MULBERRY - Morus

RUSSIAN (Tatarica). Med. As commonly seen it is a low-growing, bushy-topped tree, with small and much lobed leaves, thriving in almost any soil. The sweet, fleshy fruits are a great attraction to birds, and for this reason they are planted extensively.

OAK - Quercus

BURR (Macrocarpa). A native tree, round topped, well covered with thick, dark green foliage. Slow growing. Prefers moist soil.

PIN (Palustris). Lg. This very handsome tree is particularly adapted to lawn and street planting because of its symmetrical pyramidal habit, its rapid growth and fine foliage which turns bright red in the fall.

RED (Rubra). Lg. A tall, majestic tree, round-topped, with irregular spreading branches and rich foliage which turns to a bronzy red in the fall.

WHITE (Alba). One of the greatest of the oaks. A "stately and majestic tree." A native, round topped, slow growing variety.

TREE OF HEAVEN - Ailanthus

Peculiar tropical-looking tree, with long sprays of odd pinnate foliage, much like Sumac. Not very hardy. 10 to 15 feet. Very useful for landscape work.



Bolleana Poplar



Wisconsin Weeping Willow

THORN - Crataegus

Sm. The Thorns are among the most beautiful flowering trees. They are generally dense, low growers, occupying comparatively little space and well adapted to beautifying small grounds. The foliage is varied and attractive, flowers very showy and often perfumed. The fruit is most attractive and ornamental in autumn.

COCCINEA (Thicket Hawthorn). A small dense tree with very thorny branches. Brilliant red berries that hang well into the winter. White flowers in May.

CORDATA (Washington Hawthorn). Somewhat higher growing and more pyramidal in growth. White flowers in June, followed by shining scarlet fruit in the fall, that hang well into the winter. Foliage turns red.

CRUS GALLI (Cockspur Thorn). A very distinctive variety, because of its dwarfness, compactness and horizontal branching. It is very thorny, full and bushy. White flowers in May. Red berries that last well into winter. The leaves are very waxy and shiny. Resistant to Cedar Rust from Junipers. Leaves turn orange and red in the fall. Will grow on sandy or gravelly soils.

PAUL'S DOUBLE SCARLET. An English Thorn with medium sized, double red flowers. Not very hardy.

POPLAR - Aspen; Populus

BOLLEANA (Pyramidal Silver Poplar). Lg. Very much like the Lombardy Poplar in appearance, having the same narrow pyramidal form. Leaves are glossy green above and silvery white beneath. The trunk bark is smooth and the branches are of a greenish blue tone.

LOMBARDY (Fastigiata). Lg. A well-known tree characterized by its tall, narrow growth. Light green leaves. Grows rapidly to a height of 40 to 50 feet.

CAROLINA. Lg. A horticultural variety of Cottonwoods, distinctively developing a straight, upright, somewhat pyramidal head. It is an extremely fast-growing tree.

WALNUT - Juglans

BLACK (Nigra). Lg. Wisconsin's famous nut-bearing tree. A rapid grower, producing large crops of nuts.

WILLOW - Salix

GOLDEN (Vitellina). Med. An upright, spreading tree growing to a height of 30 to 40 feet. The bright, clear, golden yellow bark offers a pleasing contrast wherever used.

LAUREL LEAF or Bay Leaf (Pentandra). Med. Another fast growing willow with shining dark green leaves resembling those of laurel. Thrives equally well on high or low ground.

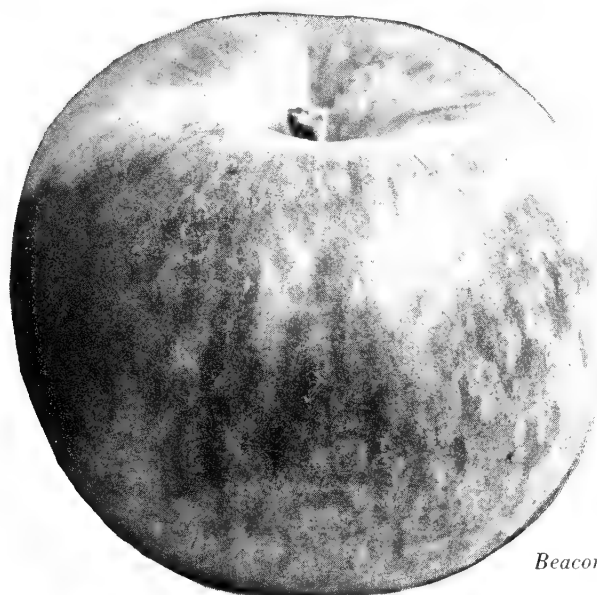
NIOBE WEEPING. Med. A hardy weeping form of Willow which has yellow branches, making the tree attractive in winter as well as summer.

PUSSY (Discolor). Sm. A small bushy tree, a rapid grower; the branches are covered with furry catkins in early spring.

WISCONSIN WEEPING (Babylonica). Med. The well-known, common Weeping Willow. Makes a large tree of 30 to 40 feet with a mass of drooping branches. Leaves are long, narrow, smooth, silky green. Its best situation is on the edge of streams or pools.

McKAY'S Profitable Apples

McKay's Profitable Apples have been justly styled, "The King Fruit of the Northwest"—a by-word among farmers and orchardists. No other fruit is as widely grown and no other Apples have met as universal a demand throughout this territory. No other fruit offers so many variations in quality and usefulness. No other gives such a long period of enjoyment as a fresh fruit—very late keeping varieties lasting over until the early varieties of the following season are ripe. Every farm home should have a family orchard featuring McKay's Profitable Apples. A careful selection will provide fruit all year.



Beacon

[35]

Summer Apples

ANOKA. The Anoka Apple is attracting attention because it bears freely on one-year-old wood, beginning the second year after planting, and annually thereafter. Fruit is similar to Duchess. Very hardy and blight resistant. Ripens early, about the time of the Duchess or a little before. Very hardy anywhere.

BEACON. Originated at Minnesota Experiment Station at Minneapolis from where so many of our other good, new fruits have come in recent years. The fruit is medium size, round with a glowing beacon-red color. Flesh, yellowish white, fine grained and of mildly sub-acid flavor. Season late summer, like Duchess, but keeps a month longer. Fruit holds well to tree, even after it is ripe. Tree is of an upright spreading habit, vigorous and productive. An excellent new variety for either the home orchard or the commercial fruit grower, because of its exceptionally good quality for a summer Apple, its color, productivity and ability to stand up under market conditions. Hardy throughout Wisconsin.

See picture at left.

DUCHESS. An old well known variety for over 50 years, and it still rates a place in every orchard. While it is only a fair eating Apple, it certainly is the best pie and sauce Apple ever grown. A large, round, yellowish red Apple, tender, juicy, and very acid. Bears early and heavily. Mid-Aug.

EARLY MCINTOSH. A McIntosh of the Yellow Transparent season. A cross between the Yellow Transparent and the McIntosh. A small handsome red Apple which ripens about 10 days after Yellow Transparent, but before Duchess. An Apple that pleases the taste, as well as the eye. The trees are hardy, vigorous, productive, and bear annually if thinned early and severely. Mid-Aug.

LIVELAND. A small pinkish Apple, ripening a week after Yellow Transparent. Very juicy, sweet and pleasant to eat. Flesh white. Tree hardy and long lived. Ripens last of July.

MELBA. Another early McIntosh type of Apple from Canada, ripening a few days after Yellow Transparent. In its season the finest early eating Apple of real McIntosh quality. Fruit of medium size, colored with bright crimson stripes over a pale waxy yellow skin. The trees are very hardy, make a strong growth and bear early and abundantly. Late July and early Aug.

See picture on page 38.

YELLOW TRANSPARENT. The first Apple of the season, ripening in late July. A small yellow Apple with a smooth waxen surface. A fine eating Apple with crisp flesh. A very good tree for Central and Northern Wisconsin, but subject to fire blight in southern part.

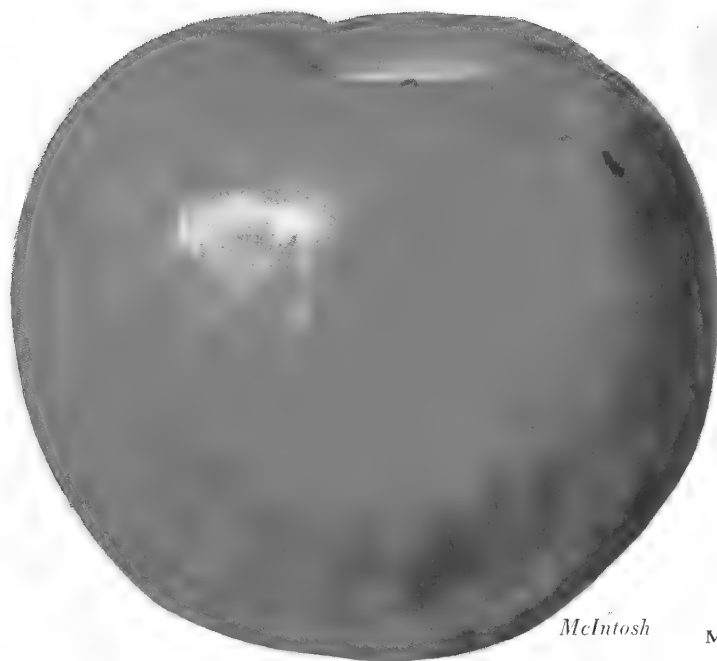
See picture on page 36.

"SEEING IS BELIEVING" —Photo below shows a field of 50,000 Apple trees growing in our nurseries at Waterloo, Wis. You have to see these trees to appreciate their worth. Northern grown, selected varieties—for our Wisconsin soils and climate.



McKAY'S Profitable

Fall Apples



McIntosh

Plant LARGE Apple-Trees

We can supply a limited number of large, ready-to-bear Apple trees. These trees have been transplanted several times in our nursery. This makes for a fibrous root system and insures successful transplanting. These large ready-to-bear Apple trees are well adapted to estate planting. They are sold only at the nursery.

DUDLEY (North Star). Much like the Duchess, but ripens 3 weeks later and keeps for 4 to 6 weeks. Like the Duchess it is an excellent pie and cooking Apple, although less tart; perfectly hardy anywhere in Wisconsin. Late Aug.

MACOUN. Another McIntosh hybrid whose fruit is very large like that of its parent, but whose color is a deeper overall red with a deep bloom. The flesh is much the same in color, texture, flavor and aroma as McIntosh. Ripens with or just after McIntosh (late Sept.). Due to Macoun's excellent eating qualities and high color, it merits a place in every orchard.

McINTOSH. Usually thought of as one of the best eating Apples of the old standard varieties. Fruit is above medium to large in size, striped red and very aromatic. Flesh snow-white, crisp, tender and juicy. Slightly subacid. Tree vigorous and highly productive, bearing a good crop of fruit every year. Originated in Ontario, Canada, and hardy over the southern two-thirds of Wisconsin. A high quality Apple for home or market. The leading market Apple in Wisconsin. Oct. to Dec. **See picture.**

MILTON. A McIntosh of Wealthy season. A McIntosh-like Apple which ripens with Wealthy and a month before McIntosh. The tree is hardy and vigorous. The fruits are pinkish red with a heavy bloom—most beautiful. The flesh is white, tender, crisp, juicy, and of McIntosh flavor and aroma. The handsomest of all the McIntosh tribe.

MINJON. A "MINNESOTA JONATHAN." A very attractive, medium-sized, all-red Apple, resembling Jonathan. Like the Jonathan it is "tops" in eating qualities. Ripens shortly after Wealthy and keeps until Christmas. It bears abundantly and regularly. The fruit is distributed evenly over the tree and it hangs well until picked. The tree is very hardy.

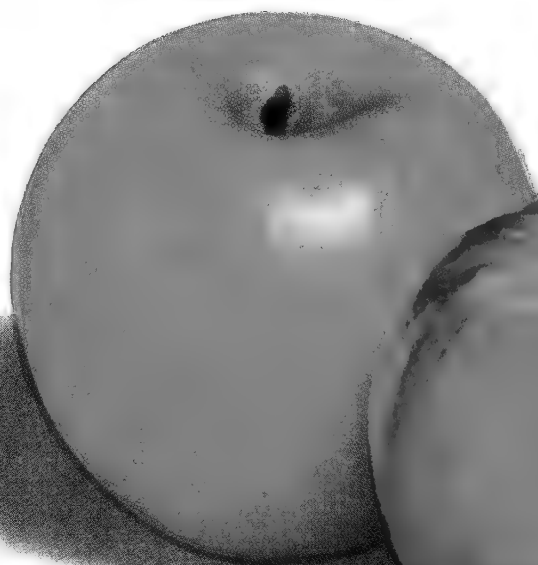
SNOW (Fameuse). A small to medium sized Apple of a striped, medium red color. Flesh snow-white, tender and juicy. An excellent eating Apple. Tree grows somewhat slowly, but is exceptionally long lived. An old variety which used to be in every orchard. Hardy in central Wisconsin. Nov. and Dec.

ST. LAWRENCE. An Apple of the Wealthy type; however, it has an unusual aroma and flavor, which is very delicious. Tree of an irregular spreading habit and a good fruiter. Season Sept. and Oct.

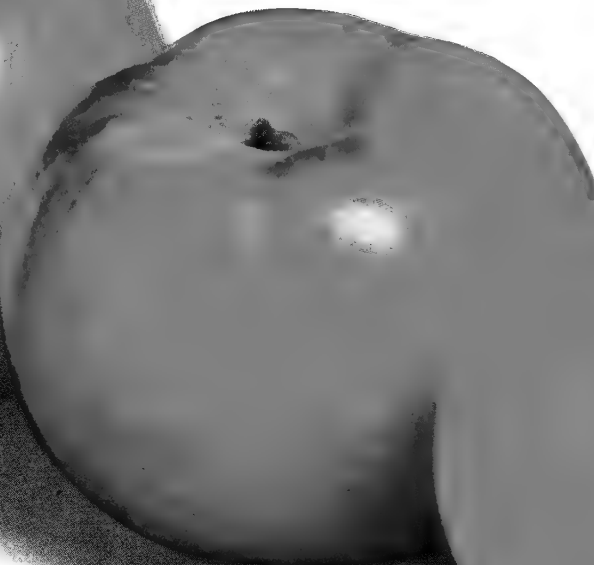
WEALTHY. Another old Apple of Minnesota origin, which is hardy anywhere in the Northwest. Fruit large with crimson stripes and splashes. Flesh white, often stained a little red; tender and very juicy; sprightly subacid with a delicious aroma. Splendid eating and cooking Apple. Bears young and is a heavy annual bearer. Always a good market Apple. Season Sept. and Oct. **See picture on opposite page.**

WOLF RIVER. One of the largest Apples grown in this state. Color yellowish green, striped and splashed with carmine. Flesh yellowish white, firm and rather coarse grained. A fair eating Apple, but one of the better baking and pie Apples. Oct. to Feb.

YELLOW DELICIOUS. A golden yellow Apple of the Delicious type, with its same sweet flavor and good taste. Firm, juicy, crisp flesh. Season Oct. to Dec. Should be grown only in favored locations, as it is subject to bud injury.



Yellow Transparent



Cortland



Minnesota No. 790



APPLES

Winter Apples

CORTLAND. An improved McIntosh of Canadian origin. The fruits of the two varieties are quite similar but those of Cortland will average larger in size, be more uniform, and carry a deeper and heavier red color. The taste of Cortland while distinctive is much like that of McIntosh. The flesh is firmer but just as juicy. The fruit hangs to the tree better. Keeps into Feb. Cortland is one of the best Apple introductions of the century.

See picture on page 36.

DARK RED DELICIOUS. An improved Delicious Apple, with a very dark red over-all color, making it one of the most attractive Apples for the market or home. Like its parent, it is crisp, juicy, sweet and rich in flavor. It has the characteristic 5-knob appearance of the common Delicious. In favored locations the tree is a good grower. Nov. to March. For southern Wisconsin.

DELICIOUS. This Apple needs very little description, because everybody knows it. Particularly relished by people who prefer a sweet Apple rather than an acid one. Keeps until March. For southern Wisconsin.

FIRESIDE. A "MINN. DELICIOUS." A new Delicious, hardy enough to thrive in northern Wisconsin and Minnesota. This is a medium to large winter Apple. The flavor is rich, sub-acid, and almost sweet like the well known Delicious. The flesh is crisp, firm and juicy. This Apple does not color up as well as might be desired; and for this reason may fail as a commercial variety; still its quality will merit it a place in every home orchard.

GRIMES GOLDEN. Medium to large size, round, rich golden yellow, sprinkled with light gray dots; flesh crisp, tender, rich and juicy, sprightly. Nov. to Feb.

JONATHAN. Medium, roundish; yellow, nearly covered with red; fine grained, tender and finely flavored. Nov. to Feb. For southern Wisconsin only.

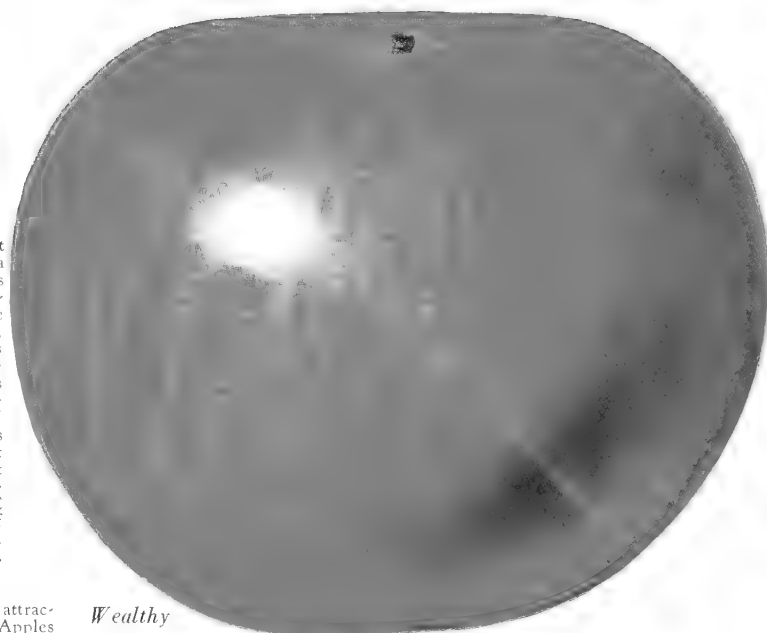
HARALSON. One of the first introductions of the Minnesota Fruit Breeding Farm. It has become a very popular and dependable variety throughout the North because it bears early, regularly, and heavily; fruit is medium size, and of an attractive red color. Flesh is crisp, tart, and juicy. Its eating qualities, like that of all late winter-keeping Apples is only fair; but it can't be beat for pies and sauce. Finally, it keeps all winter. **BEST WINTER APPLE FOR THE NORTH.** Plant liberally of Haralson—it's a sure bet.

See picture on this page.

KENDALL. One of the most attractive and handsomely colored Apples of recent origin; a dark red Apple covered with a rich bloom. The Apples are large, and when properly ripened on the tree, possess the white meat and fine-grained flesh of the McIntosh. Its season is about that of the McIntosh, but it keeps a little longer. Oct. to Jan.

MINNESOTA No. 790. A "MINN. ROME BEAUTY." An unusually large dark red Apple that is proving to be a great baking and a fine dessert Apple. The Rome Beauty has always been the favorite baking Apple of restaurants and hotels—this Apple is as good as Rome Beauty. It attains large size, has the proper sugar content, and holds its shape while being baked. Keeps into March. Tree is very vigorous and a good cropper. We can't grow Rome Beauty—but we can grow Minn. No. 790. Let's grow it.

See picture on opposite page.

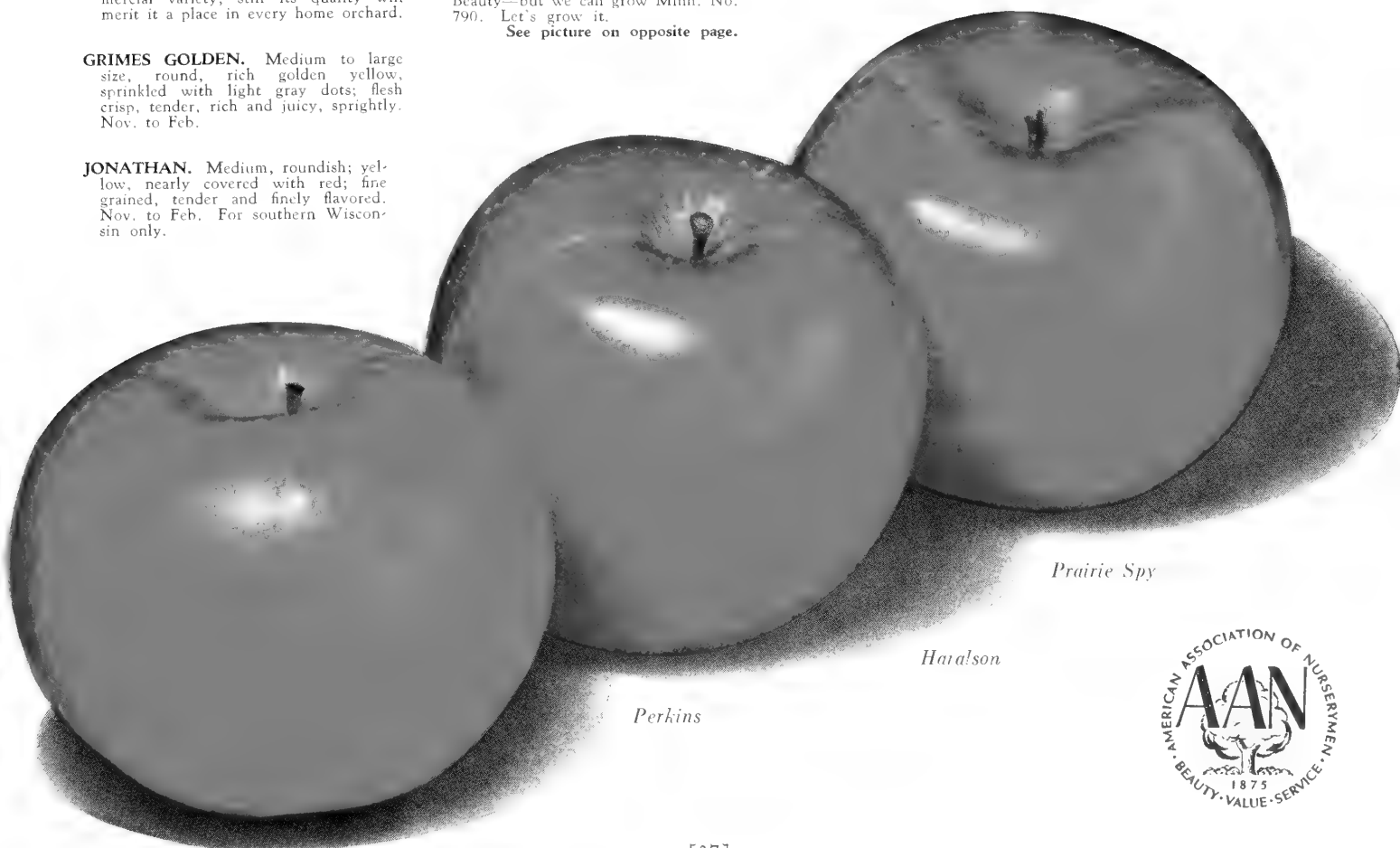


Wealthy

SPECIAL! One Tree Apple Orchard

Several Kinds of Apples on One Tree

An Apple tree, grafted to several varieties, is an ideal tree for the city man with limited planting space. One or two such trees, planted in the rear yard is a delightful addition to any home. We are growing these into large, ready-to-bear trees and sell them only at the nursery.



Prairie Spy

Haralson

Perkins



Plan Your Planting for Best Results

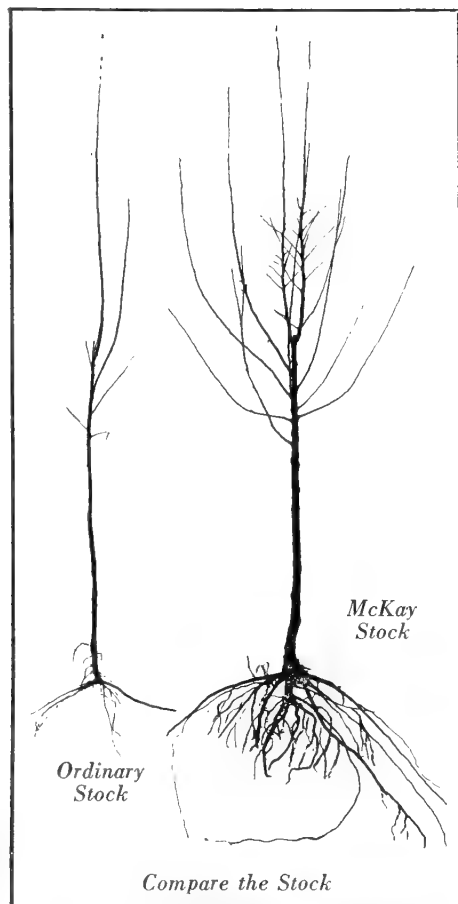
McKAY'S

"HOME ORCHARD"

**SUGGESTIONS ON PAGE 46
WILL BE A HELPFUL GUIDE**

OR

**CONSULT THE McKAY
REPRESENTATIVE**



WINTER APPLES—Cont.

NORTHWESTERN GREENING. An old variety, very popular in Wisconsin. The fruit is very large, of a greenish yellow color, which keeps into spring. Flesh yellow and firm. Flavor sub-acid. An old variety but still the favored baking and pie Apple. Hardy throughout Wisconsin.

PERKINS. Originated by T. E. Perkins of Red Wing, Minnesota. The fruit is large, dark deep red and round as a ball. Flesh fine grained, tender, juicy, good quality and delicious flavor, and keeps until March. Tree vigorous, a good grower, heavy annual bearer. One of the best varieties for the North. **See picture on page 37.**

PRAIRIE SPY. "A MINNESOTA SPY." This beautiful red Apple, keeping until June, is of exceptionally high quality. Both in quality and appearance it suggests the Northern Spy. It is the best quality Apple that is available in late winter and early spring. It is very hardy, vigorous and productive. Because it bears so heavily, the fruit is only of medium size; a thinning of the fruit on the tree in midsummer would make for larger sized Apples. Most growers, however, do not consider this a bad fault, because a variety that requires some thinning generally produces maximum crops. A heavy cropper of firm, high quality, long keeping Apples. Prairie Spy is for people who appreciate the best.

See picture on page 37.

RED WING. Originated at Red Wing, Minnesota. It is a winter Apple slightly larger than the Wealthy, streaked with red on a yellow background, and shaped like Haralson; has enough acid to make it cook nicely. Dec. to Feb.

TOLMAN SWEET. Medium sized Apple of a pale yellow color. Flesh white, fine grained, juicy and sweet. Nov. to March. Plant in southern Wisconsin only.

TURLEY WINESAP. An improved Winesap because it bears earlier, usually in 5 to 6 years after planting. The fruit is better colored than its parent, being a rich red and is larger in size. Flesh slightly greenish, tinged with yellow; fine grained, tender, juicy, aromatic and mildly sub-acid. Like the Winesap, its quality is the best. Tree is vigorous and productive. Keeps until April.

VICTORY. A "BETTER MCINTOSH." This Apple has the same aromatic qualities of the McIntosh and Cortland but the tree is much hardier. Therefore, can be grown in the central and northern part of Wisconsin where McIntosh does not do well. The fruit colors better, keeps longer (into February), hangs better and is more resistant to scab. The tree is a regular bearer.

WINDSOR CHIEF. Fruit of medium size and brownish red in color. Flesh yellowish in color, of a pleasant sub-acid flavor and fair to good eating qualities. Tree is a reliable cropper, yielding moderate crops annually. Keeps into spring, and considered hardy throughout Wisconsin.

CRABS

Crab Apples

The hardy and improved varieties of Crab Apples that we offer are of par excellence for making jellies, sweet pickles and preserves. A few of these should be in every home orchard. All varieties are extremely hardy anywhere in Wisconsin, and thus furnish a much needed supply of fruit, in those northern sections where little fruit can be grown.

CHESTNUT. MINNESOTA No. 240. This is a large sized Crab, ripening in September. The color is a yellowish bronze, marked with red. The flesh is crisp and juicy with a pleasant spicy flavor. We recommend this Crab because of its excellent eating qualities and its usefulness for sauce and pickles. The trees are hardy and productive. It will keep about 2 months. **See picture below.**

DOLGO. Fruit hangs in big clusters and is fiery red. The ideal jelly Crab, jellifying perfectly even when dead ripe. Bears young and abundantly. Extremely hardy and free from blight. A shapely tree, beautiful in flower and in fruit. It makes a very good tree for ornamental purposes. Sept. to Oct.

HYSLOP. A large deep crimson Crab, covered with a purplish bloom. Yellow flesh. Tart, but of good quality. Fine to eat fresh and for all kinds of canning. Tree hardy, vigorous, and a good bearer. October.

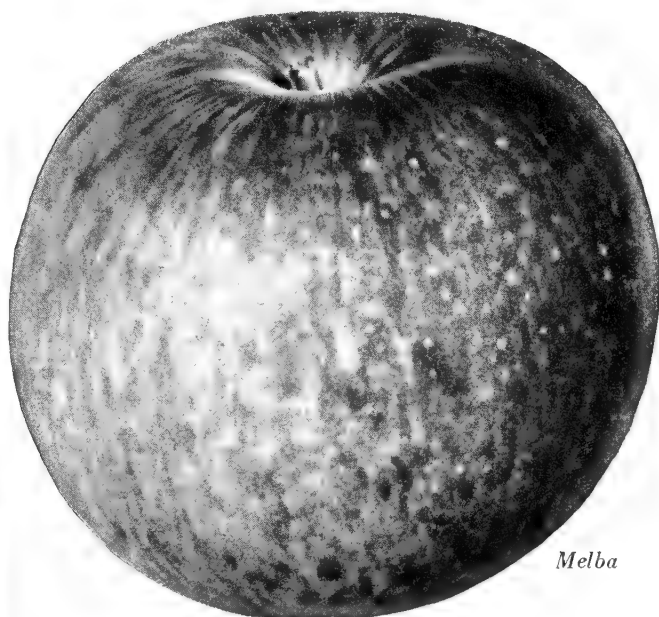
RED SIBERIAN. Large, strong grower; pale red-yellow; good quality. Tree large; young bearer; a good jelly Crab.

SWEET RUSSET. A yellow-russet Pear-shaped Crab, of a large size, very sweet and of good eating qualities. One of the best pickling Crabs. Ripens in Aug.

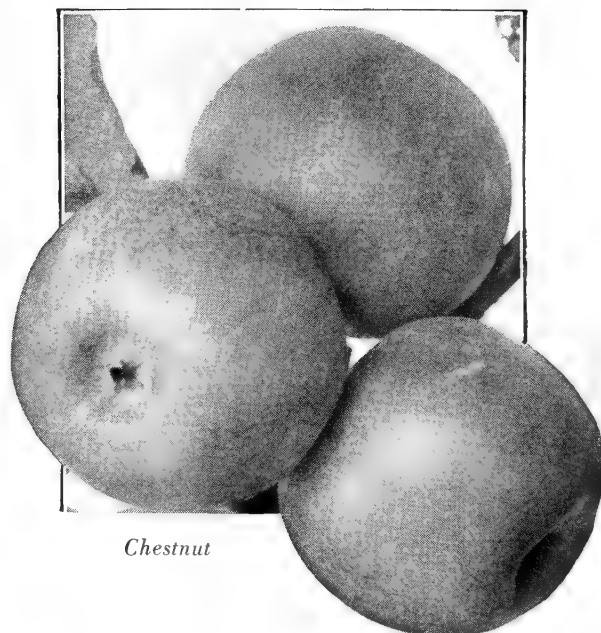
TRANSCENDENT. A beautiful variety of Siberian Crab. Red and yellow. A good jelly Crab. Tree is a bad blighter in Southern Wisconsin. Sept.

WHITNEY (Whitney No. 20). Fruit large to very large for a Crab. Color yellow, striped with red, with red covering most of the surface on the sunny side. Flesh yellow, very juicy and fine grained. Flavor rich and almost sweet. One of the best all around Crabs for either eating out of the hand or for pickling and sauce. Very hardy in Wisconsin.

It's not a Farm without an Orchard



Melba



Chestnut

McKAY'S Big Luscious Plums

McKay's luscious Plums have kept pace with the remarkable developments that have marked the recent introductions of new Plums for the Northwest. We carry a very fine assortment of these new improved Plums. We believe them to be the best that have been developed to date. You can now grow Plums just as large, fine looking and delicious as the shipped-in California Plums. McKay's luscious Plums are easily grown. For best results they should be sprayed at least twice a season. They should be planted 5 to 10 trees in a cluster, of several different varieties. The varieties are all distinct in flavor and differ in time of ripening. Thus you spread the enjoyment of eating and canning Plums over a long period of time.

PLANT PLUM TREES IN GROUPS OR CLUSTERS

Plums fruit the best when several varieties are planted in a group. Being cross fertilized, the different trees pollinize each other, and so set more and develop better fruit. We also grow a special pollinization tree, which has proven to be a good pollinizer for other varieties. This variety should be planted in the middle of this cluster.

MONITOR. A Minnesota Experiment Station development. Large round fruit, $1\frac{1}{2}$ to $1\frac{3}{4}$ inches in diameter. Firm yellow flesh covered by a dull bronze-red skin. Clingstone. Very good quality. Tree is vigorous and productive. Hardy as far north as the Twin Cities. Very promising as a market Plum.

PIPESTONE. A delicious new Plum from the Minnesota Fruit Breeding Farm. It is a large red Plum, nearly as big as Superior. Ripens midseason, usually about the 2nd week in August. The flesh is solid, juicy and sweet. It is a clingstone. It is particularly good for canning. The tree is medium productive and hardy throughout Wisconsin.

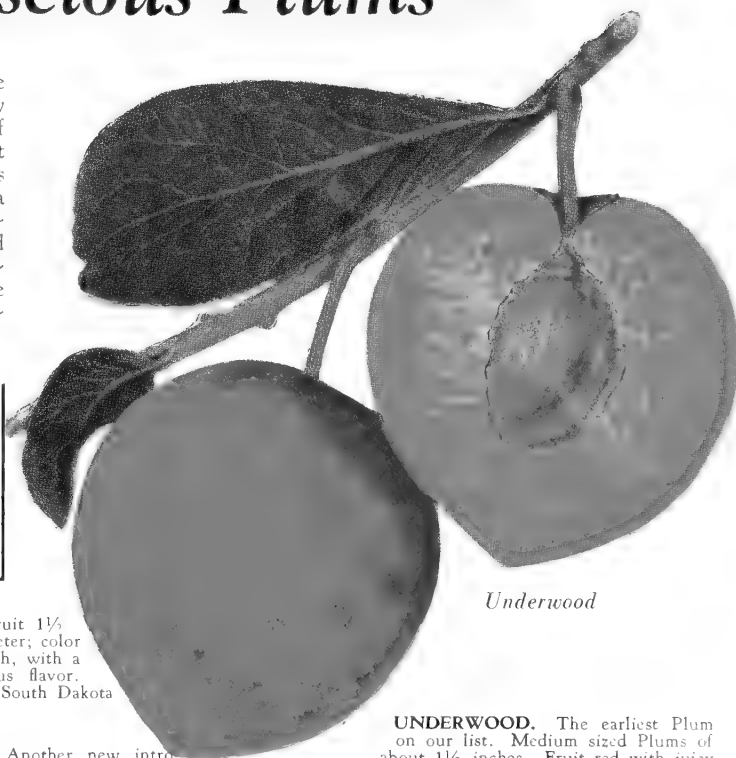
EMBER. A large yellow Plum, blushed with red, ripening later than other Plums. They hang well to the tree after ripening and keep for 2 or 3 weeks after harvest. Like most of the other good Plums that we have for Wisconsin, this variety was developed at the Minnesota Fruit Breeding farm, where it was on trial for over 20 years. The tree is vigorous, broadly spreading, and very productive. The fruit is oval, medium to large, with a strong adherent stem. Flesh is rich yellow, firm, meaty, tender and juicy. Flavor is sweet and pleasant. Quality "good to very good." Medium sized clingstone. It is an exceptionally fine canning and preserving Plum, with a fine skin, cooking with no trace of bitterness from the skin left in the sauce. Ripens late, through September, often hanging as late as October.

See picture below.

KAHINTA. Large fruit $1\frac{1}{2}$ to 2 inches in diameter; color red; yellow firm flesh, with a small pit. Delicious flavor. A good fruiter. A South Dakota origination.

MINNESOTA 101. Another new introduction from the Minnesota Fruit Breeding Farm. It is a large and firm Plum and of very good quality. Clingstone.

WANETA. A medium to large sized Plum developed by Prof. Hansen of the South Dakota Experiment Station. A red Plum, $1\frac{1}{2}$ to $1\frac{3}{4}$ inches in diameter, of delicious flavor and quality. Prolific bearer.



Underwood

UNDERWOOD. The earliest Plum on our list. Medium sized Plums of about $1\frac{1}{2}$ inches. Fruit red with juicy yellow meat, of good quality. Small clingstone pit. Fruit hangs well and ripens over a period of 2 weeks, from about August 1st to 15th. One of the strongest growing trees on our Plum list. An annual bearer. Can be planted reasonably far North.

See picture above.

TOKA. A cross between the American Plum and the fragrant Apricot of China. One of the finest flavored Plums. The tree is very strong and vigorous. Bears early. The fruit is medium sized, dark red in color, very handsome, firm, and a good shipper.

SUPERIOR. We think this is the best Plum developed by the Minnesota Experiment Station. Fruit is of large size, running to 2 inches in diameter. Flesh is yellow, firm, meaty and of the finest quality. It can be peeled like a Peach. Clingstone. Ripens over a long period of time, which makes it desirable for either home use or market. An annual and prolific bearer and a long lived tree. It has also shown itself a good pollinizer for several of the other varieties. It is worthy of its name - Superior.

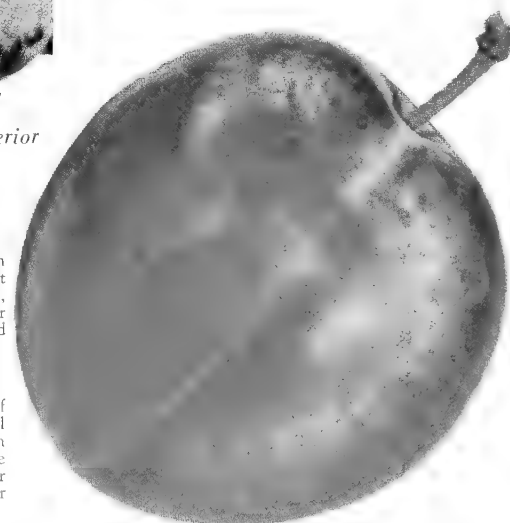
See picture below.



Mount Royal

Superior

Ember



PRUNE-PLUMS

MOUNT ROYAL. A blue Plum that was adopted from Canada. Probably the most promising blue Plum that we have ever had. The fruit is of a beautiful blue color, of good quality, and freestone. It is especially good for preserving and jam. The trees are very productive and apparently self-fertile. Ripens about August 20th.

WISCONSIN PRUNE. Introduced by the University of Wisconsin in whose orchard it had done exceedingly well for over 10 years. The fruit is of medium size. Green flesh, covered with a dark blue skin. Freestone. The flavor is excellent. Heavy cropper. Recommended for Southern Wisconsin where it is satisfactory for either home use or for commercial growing.

McKAY'S Choice Cherries

MONTMORENCY, LARGE. Tree is hardy and a heavy bearer; commences to fruit while young, and is loaded annually with fine crops. Fruit very large, fine flavor, shining red; a week later than Early Richmond; finest acid Cherry. Probably the most popular variety of the central states, where it is the hardest Cherry of its size.

EARLY RICHMOND. Exceedingly productive and very regular in bearing. The fruit is dark red, medium to large, and of a sprightly and characteristic flavor. Unsurpassed for pies, puddings, and other similar uses. June.

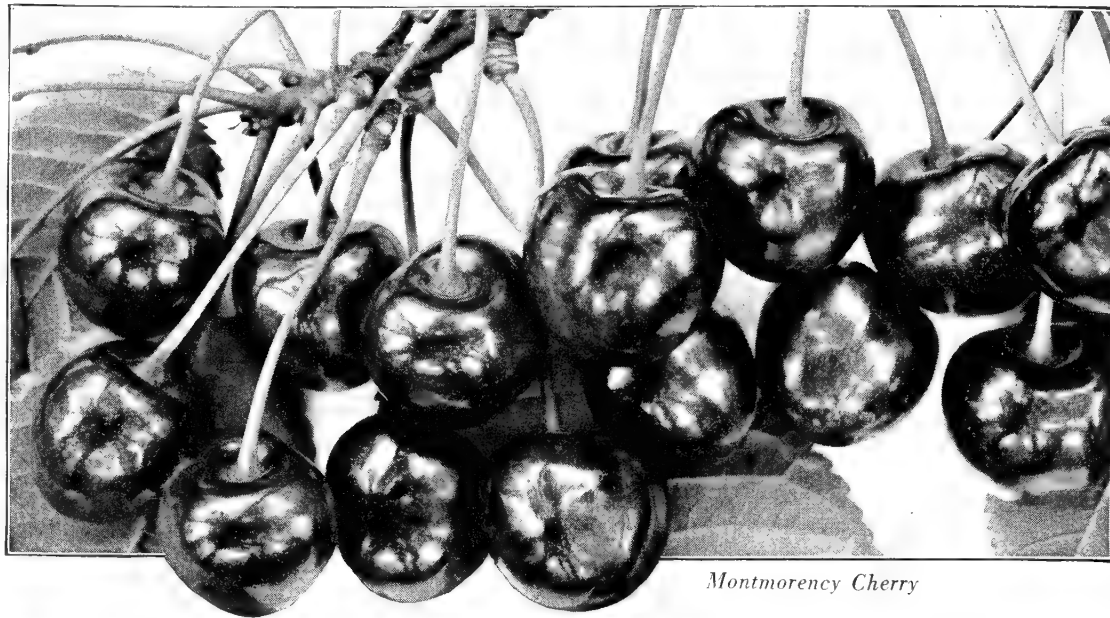
The following variety is more hardy and, therefore, can be planted farther north (central Wisconsin).

ENGLISH MORELLO. An old and popular variety. Tree rather dwarf and slender. Fruit large, very dark red; flesh tender, juicy, sprightly acid, rich. July.

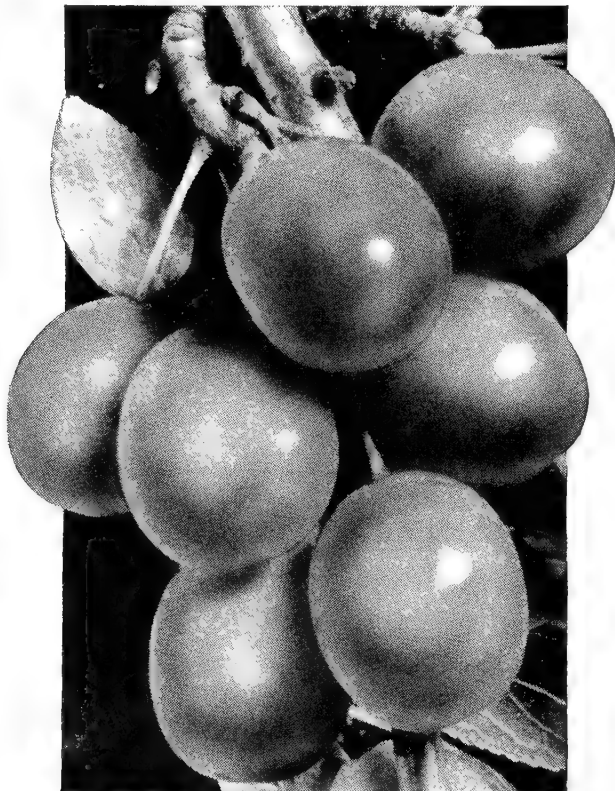
Cherries are one of the most dependable of fruits. They bear early and produce great crops each year. Every home owner, whether in city, village or country, can plant Cherries.

Hardy Varieties (Sour Cherries)

Every housewife likes them for canning. They are most resistant to insects and diseases. Cherry trees can be used as ornamental trees as well as orchard trees.



Montmorency Cherry



Oka Cherry Plum

Hardy Cherry Plums

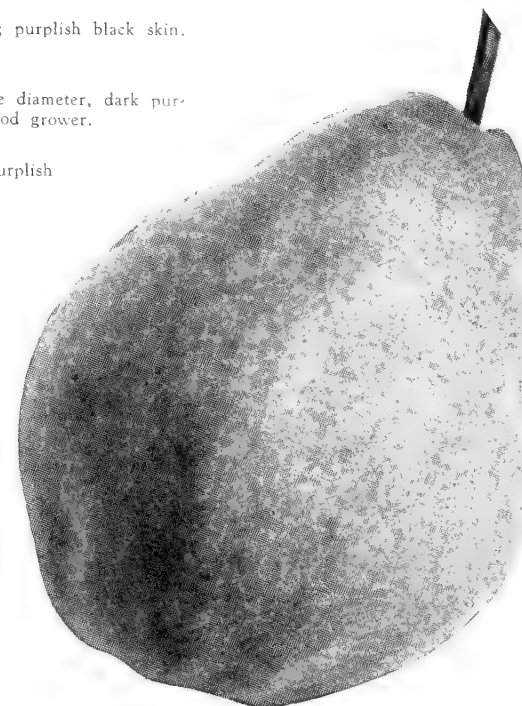
These are the hybrids that were developed to stand the hard winters of Northern Wisconsin. They are the result of cross-breeding work done by the Minnesota and South Dakota Experiment Stations, to develop Cherries that would grow in sections where regular Cherries are not hardy. They ripen in August, have a small pit, and produce a fair quality of fruit. They are especially good for jellies, jams and preserves. All are dwarf trees and heavy annual bearers.

These hybrids must be cross fertilized to bear, therefore, plant several varieties in a group.

OKA. Fruit is round, 1 inch diameter; purplish black skin, with a rich juicy purplish red meat.

OPATA. Fruit oblong, 1 inch or more diameter, dark purplish skin and firm green flesh. A good grower.

SAPA. Fruit round, 1 inch diameter; purplish red skin and meat. Very juicy.



Flemish Beauty

*Plant Cherry Plums in
Sections of State where
Sour Cherries do not Grow*

McKAY'S

Selected Pears

Very Hardy Varieties

This class of Pears are such as have been developed in Minnesota, for the colder sections of the Northwest. They are somewhat smaller than those listed in the semi-hardy group. A little thicker skinned, possibly coarser grained and not quite as high a quality. Still they are Pears of reasonably good eating qualities, and as good as any of the semi-hardy varieties for canning purposes. They are the hardiest Pears that have been developed so far, and are especially recommended for the central and northern part of Wisconsin.

BANTAM (MINN. No. 3). This Pear, though small in size, makes up in quality what it lacks in size. Fruit is small, greenish yellow with a bronze blush much like Seckel. It has a fine flavor and taste for eating and is good for canning and preserving. The tree is strong, vigorous, and comes into bearing on fairly young trees; sometimes the third or fourth year after planting. It bears annually. This Pear is as hardy as a Duchess Apple and can be grown anywhere the Duchess succeeds. Very resistant to fire blight. It ripens early but does not keep very long. It is the solution to the Pear-growing problem in central and northern Wisconsin.

See picture above.

PARKER. The fruit is of medium size, attractive in appearance and of the very highest quality. The color is a clear yellow, with a pink blush. The flesh is tender, medium grained and juicy. The tree is large and vigorous, but subject to fire blight in some years.

Semi-Hardy Varieties

These are the well known Pears typified by the Bartlett, that are shipped in from Michigan, California and other states. While of the highest quality, they generally are not hardy in Wisconsin. They should be planted only in favored regions of Southeastern Wisconsin; probably south of a line from Dubuque through Watertown to Milwaukee.

BARTLETT. Large, buttery and melting with a rich flavor. Sept.

ANJOU. A large russet-colored Pear. Ripens in October and keeps into December. Good quality.

DUCHESS. Fruit large, of a dull greenish yellow. Good flavor and juicy. Sept.

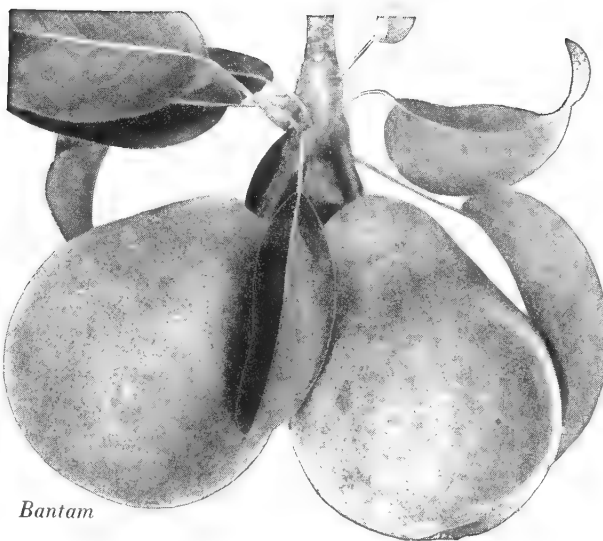
FLEMISH BEAUTY. A large, beautiful, highly flavored Pear. One of the hardier varieties for planting in Southern Wisconsin.

See picture on page 40.

KIEFFER. The familiar canning Pear shipped in from Michigan. It is the hardiest of this class of Pears and can be planted more extensively. Ripens in October and keeps into winter.

SECKEL. A beautiful and delicious little Pear. One of the richest and highest flavored Pears grown. Tree dwarf. Worth trying in the more favored sections of Southern Wisconsin.

VERMONT BEAUTY. Medium sized fruit; yellow skin well covered with red. Excellent quality. Another of the hardier varieties for planting in favored locations of Southern Wisconsin.



Bantam

Peaches

The standard varieties of Peaches as grown in other states are not hardy in Wisconsin. We grow and recommend the following two varieties of Peaches, as being more hardy and worth trying, in the more favored sections of the southern half of the state.

MARQUETTE. A dwarf Peach originated in Northern Michigan. Fruit is medium size, red cheek, yellow flesh. Fine flavor and excellent quality. Freestone. In our trial orchards it bore the third year after planting. Worth trying.

POLLY. A Peach with white meat, and of very high quality. It has a wonderful flavor for eating and is excellent for canning. The tree is a good producer. Said to be very hardy.

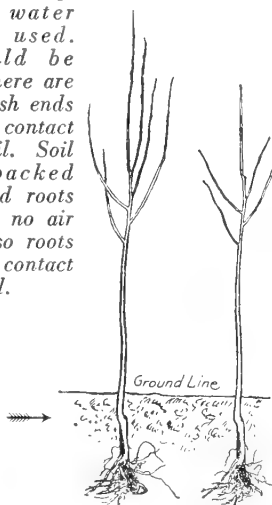
How to Plant

Proper planting, pruning and watering are essential to the success of nursery stock. The ground should be plowed or spaded deeply. Holes should be large enough so the roots can be spread out without crowding.

Lots of water should be used. Roots should be pruned so there are plenty of fresh ends to come in contact with the soil. Soil should be packed firmly around roots so there are no air spaces and so roots are in tight contact with the soil.

NOTE
Fruit tree as it comes from our nursery

And the same tree properly pruned at planting time



PRUNING: Part of the top of the tree must be pruned at time of planting so as to reduce the amount of top the roots have to feed while they are getting established. See illustration.

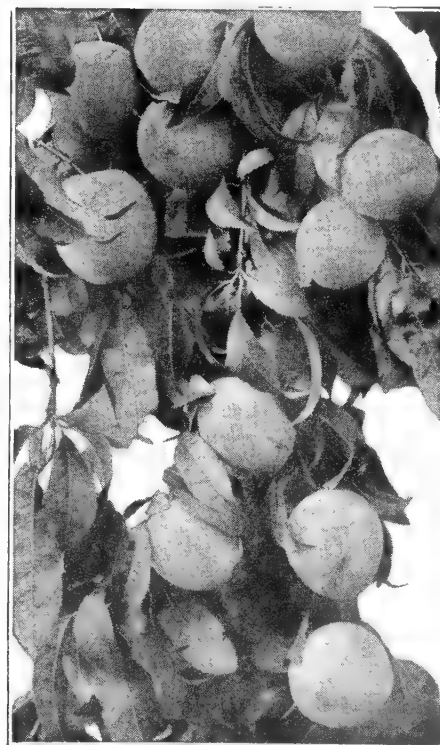
WATERING: Surface sprinkling does very little good. Take nozzle off hose and let water run around plant until ground is thoroughly soaked for a depth of 12 to 18 inches. Never let ground dry out.

MULCH: A mulch of hay, leaves, grass clippings, etc., around the base of the plant helps to conserve moisture.

FERTILIZER: Should be placed on top of the ground and worked in with a hoe. Never put fresh manure in the hole, for if it comes in contact with the roots it will burn and kill them.

Mulberry

RUSSIAN MULBERRY. The fruit is highly prized by the birds and it performs a valuable service by keeping them away from the garden. These are sometimes classed among ornamental trees on account of their fine foliage and form. For the North, the Russian variety is the only one that should be planted.



Heavy Fruiting Branch of Marquette Peach

McKAY'S Heavy-Bearing Raspberries

The McKay Heavy-Bearing Raspberry is the king of the small fruits, a fruit that should be planted by almost everyone, essential in the small lot, and decidedly profitable for the commercial grower. Delicious when eaten raw and a top-heavy favorite for canning and preserves.

Raspberries should be planted in rows 5 to 7 feet apart and about 4 feet apart in the row. A good loam soil is generally the best soil in which to plant them. The ground should be kept well cultivated and free from weeds. Most of the suckers should be kept cut out and old ones should be removed immediately after the bearing season.

RED

INDIAN SUMMER. A fall-bearing or so-called ever-bearing red Raspberry bearing 2 crops of fruit. The summer crop ripens early (before the regular varieties). The autumn crop starts early in September and continues until heavy frost. The berries are large, conical in shape, medium red, rather soft, crumble slightly. The fall crops, which you want the most, are heavier than the earlier ones.

LATHAM. Originated at the Minnesota Fruit Breeding Farm. It is hardy, a strong grower and disease-resistant. The fruit is exceptionally large, often running an inch in diameter. Color a rich dark red, is juicy and has a flavor of the highest quality. Starts bearing about midseason and ripens over a long period. A very heavy bearer. The best commercial variety. The stock which we offer originally came from the originator so we can supply our customers with the genuine Latham. The Raspberry that has no equal for the North.

See picture above.

NEWBURGH. Fruit large, attractive red, and firm. Plants are vigorous, hardy, and very productive. It is 3 or 4 days earlier than the Latham. Introduced by the New York Experiment Station.

TAYLOR. The New York Experiment Station introduced this new variety. The plants are unusually vigorous, hardy, productive, and tall growing. The sturdy canes hold the berries well off the ground. The berries ripen shortly before Latham, are large, long conic, bright attractive red, thick fleshed, subacid and of excellent quality. Considered the best new Red Raspberry introduction since the Latham.



Latham Raspberry

RED—Continued

SUNRISE. An early Raspberry ripening a week earlier than the standard varieties. The berries are a bright red color and medium to large in size. They are firm, fine textured, juicy, non-crumbling, and of the highest quality. The plants seem to be very disease resistant and extremely hardy; which, added to their earliness and high quality of fruit, should make them the coming Raspberry.

See picture below.

BLACK

CUMBERLAND. The "Business Black-Cap" because it succeeds on all soils and produces its big crop of fruit year after year. The berries are large, glossy black, of good quality, flavor and appearance. A good berry for either home use or market. Midseason.

See picture below.

NEW LOGAN. The Michigan Experiment Station claims it to be the most promising Black Raspberry ever tried there. New Logan ripens 10 days earlier than the Cumberland, the berries are larger and the yield heavier. It is disease-resistant and a good grower. The fact that it bears 10 days earlier makes it a certain money-maker for you.

PURPLE

SODUS. Very large berries; medium purple in color, sprightly and of good quality; exceptionally good for canning. The plants are very vigorous, very productive and hardy. It yields a good crop every year, being quite resistant to drought. Ripens shortly after the Red Raspberries. Coming from the New York Experiment Station, it seems to be the most promising Purple Raspberry we have ever been able to offer our trade. Hardy in Southern and Central Wisconsin.

*Plant Raspberries
for Pleasure
and Profit*



Cumberland



Sunrise

McKAY'S Blackberries

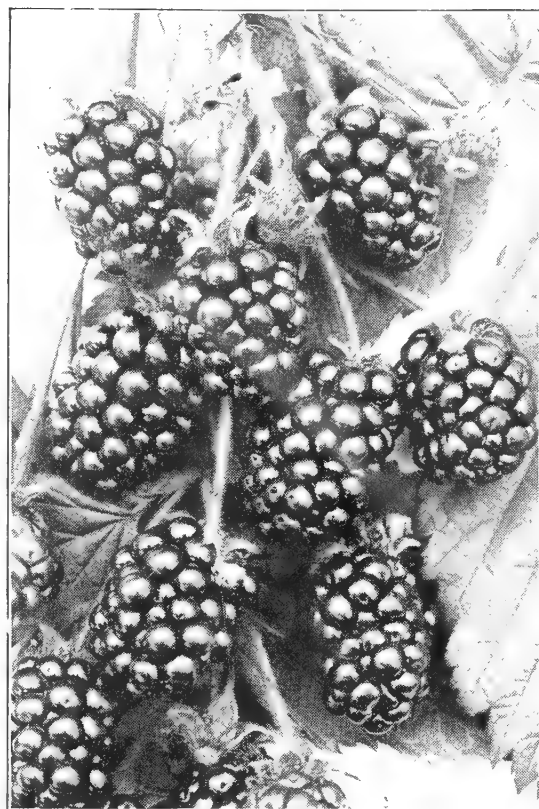
The Blackberry is a native fruit in all the northern states. For best results they should be bent over to the ground and covered with a mulch of hay or straw for the winter. The following cultivated varieties are recommended.

ALFRED BLACKBERRY. A new, hardy Blackberry. Alfred is a vigorous grower that will produce a crop the year after planting. The fruit is much larger than the regular Blackberry, small seed, almost coreless and very sweet and juicy. Alfred starts bearing about 10 days earlier than the Eldorado and is perfectly hardy, having stood through temperatures of 30 degrees below zero without showing any sign of injury.

ELDORADO. The berries are large, coral-black, flavor sweet and melting, and have no hard core. Very firm and therefore an excellent market variety.

FREE PLANTING INSTRUCTION BOOK

Is furnished with every nursery stock order we ship out. It gives full instructions for planting everything we sell.



Alfred Blackberries

McKAY'S Currants

The Currant is one of the most valued of the small fruits. Being very hardy, they do not winter-kill and are easy to cultivate, requiring little care. They can be grown in any garden soil, and they like a little shade. Give good cultivation and plenty of manure. Thin out in the center and do not have more than 4 or 5 bearing canes at a time. After the bush is 4 or 5 years old, remove one of the old canes each year and leave one of the strongest new sprouts.

CHERRY. Bush vigorous, stocky and compact; cluster rather short, fruit medium large; color bright red; very thin skin; juicy and fine flavor; one of the most productive.

DIPLOMA. A new variety that is proving very satisfactory. The fruit is as large or larger than the Perfection. Plant is a splendid grower and produces a good crop of large, red, good quality fruit.

PERFECTION. Berry bright red and large. The clusters average long and the size of berry is maintained to the end of bunch. A rich, mild sub-acid flavor with plenty of pulp and few seeds.

RED LAKE (Minnesota No. 24). A new Currant originating at the Minnesota Fruit Breeding Farm. It has been thoroughly tested throughout the Northwest and has proven to be of superior quality and productiveness. It is exceptionally large with long well-filled clusters. Ripens early midseason but has a long bearing period. It is an excellent market berry.

WHITE GRAPE. Bush vigorous, somewhat spreading, productive; clusters long; berries large; of very attractive color, mild flavor and good quality; a good table variety.

WILDER. A remarkable variety. One of the best grown. Very productive; bunches and berries large; splendid quality. Should be largely planted for home and commercial purposes.

GOOSEBERRIES

The Gooseberry, like the Currant, is a favorite in the northern fruit garden. Gooseberries are grown with but very little care. All they require is some attention to fertilizing and cultivation, with an occasional spraying.

DOWNING. Large and handsome, pale green berry; of splendid quality for dessert or cooking. Bush vigorous and exceedingly productive. An excellent sort for family use and most profitable for market.

PEARL. Very hardy; free from mildew, and productive, even more so than Downing. Superior in size and quality.

POORMAN. The largest sized red, best flavored and most attractive Gooseberry yet introduced. Of all the Gooseberries we have ever seen, this is the largest; in fact, it is mammoth. It was developed at the Geneva, N. Y., Experiment Station, and is considered a great improvement over any of the older varieties. The bushes grow quite tall, are very productive, vigorous, and healthy. This is a splendid Gooseberry in black loam and heavy clay soils.

RED JACKET (Josselyn). Bush is very hardy; clean healthy foliage; vigorous and entirely free from mildew. Fruit large, smooth, red and of first class flavor and quality.



*Consult
the McKay
Representative
for your
planting needs*

→
Poorman Gooseberry

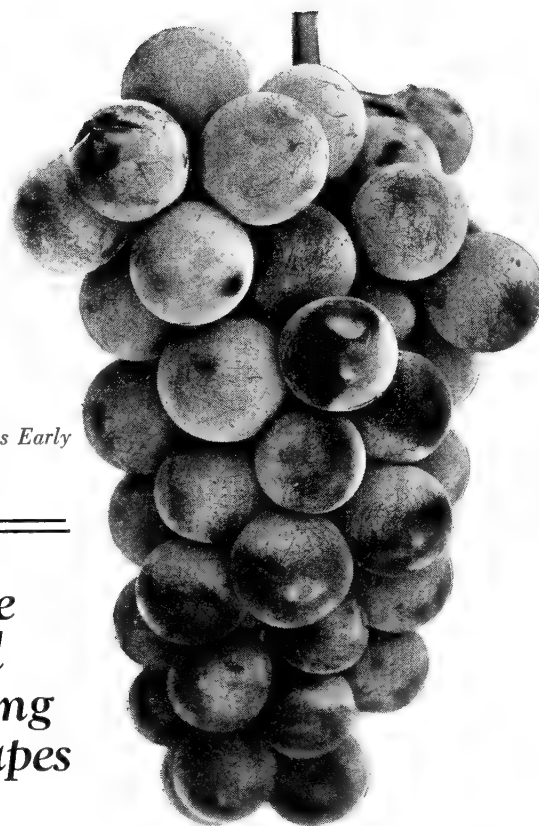
←
Red Lake Currant



McKAY'S Juicy Grapes

Let McKay's juicy Grapes tempt every home gardener because they require surprisingly little cultivation and the abundant returns are ever welcome. Grapes have been constantly improved during the past years, and are not only favored by the commercial grower, but possess a charm for the farm and home garden.

They require but little space and they can be trained over fences, trellises or doorways, and thus be ornamental as well as edible. Grown for market, they can be planted on hillsides that are not suited for other crops. In all cases, however, they should have a free exposure to the sun and air.



BETA. A cross between Carver and Concord; perfectly hardy, productive; fruit of medium size; early. The principal value of this Grape is in the extreme North where it will stand without protection.

Beta

BRIGHTON. (Red.) Bunch medium to large; quite compact; flesh rich, sweet and best quality; color dark crimson or brownish red; vine vigorous and hardy.

CACO. A new variety originating in Delaware and widely heralded as the very best red Grape known. Its name is a combination of Catawba and Concord, from which two standard sorts it was derived. The vines are strong and vigorous, as yet untouched by disease of any kind. The fruit is very large and handsome, complete bunches; in color a rich wine-red over amber. Exceptionally early bearing, usually showing several good sized bunches the second year. Its flavor is luscious, sweet, delightful, distinctive.

CAMPBELL'S EARLY. (Black.) A very strong, vigorous, hardy vine, with thick, healthy, mildew-resisting foliage and self-fertilizing blossoms, always sets its fruit well, and bears abundantly.

CONCORD. (Black.) Too well known to need description; is considered by many to be the best all-around Grape grown. Is extremely hardy, vigorous and productive; bunches large, compact.

DELAWARE. (Red.) One of the best red Grapes; bunch small and compact; berry small, round, beautiful light red; flesh rich, sweet and delicious; best quality. A good market Grape.

FREDONIA. A new introduction that gives promise of being the earliest good black Grape. It ripens its fruit 2 weeks earlier than Worden. The vine is vigorous, hardy and productive. The bunches of fruit are medium in size, cylindrical and compact; the berries are large, round and persistent, the skin is thick and strong, the flesh is juicy, solid but tender, and the quality very good. Fredonia stands alone as an early black Grape.

MOORE'S EARLY. (Black.) Bunch large, berry round with a heavy blue bloom; quality considered better than Concord; hardy and prolific; a good market berry; ripens about 2 weeks before Concord.

NIAGARA. The vine is a strong grower, healthy and prolific; bunches large, uniform and compact; berry large; skin greenish white, slightly ambered in the sun; quality good. Ripens with Concord. It is a good shipper and market Grape.

PORTLAND. (White.) Ripens earlier than any known Grape. Berries are very large and have a beautiful yellowish color. Quality is excellent. Vines are extremely hardy and productive.

WORDEN. (Black.) Said to be a seedling of Concord, and is a slight improvement on that variety; ripens a few days earlier; bunch large and compact.



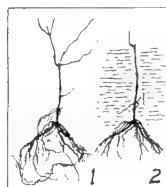
Moore's Early

Care and Pruning of Grapes

A. SOIL. Grapes prefer a fairly open soil such as a black loam, heavy sandy loam or gravelly clay. The soil should be heavily manured to provide the necessary fertility and organic matter.

B. SITE. A gentle slope to the south or east is best, to provide the necessary soil warmth and enough air drainage to reduce early fall frost injury.

C. PLANTING. Starting with McKay's strong two-year-old plants. (See Fig. 1.) Plant in rows 8 feet apart. Plant deeply and firmly. (See Fig. 2.) Prune top of plants by cutting off all but one cane and leaving that with only 2 buds. (See Fig. 2.) Most growers let the shoots run along the ground the first season.



D. TRELLIS. Some time during the year, build a support. This can be a two-wire trellis, with posts 16 feet apart and wires 2½ and 5 feet above ground. Use heavy telephone wire.

E. PRUNING. At end of first year, between November and March, remove all shoots except one, which will now be tied upright to the two wires and be left to form the trunk. Cut this off at top wire. (See Fig. 3.) This trunk will now grow many shoots the following year. (See Fig. 4.)

F. PRUNING AT END OF SECOND YEAR. Select four of the strongest shoots for tying to the wires; cut these back to about 6 buds each. (See A in Fig. 5.) These will henceforth be called canes. Save two more shoots, one below each wire, and cut these back to 2 buds. These are now called spurs. (See B in Fig. 5.) These spurs are left

for producing future renewal canes. All other shoots should be removed. Tie above canes loosely.

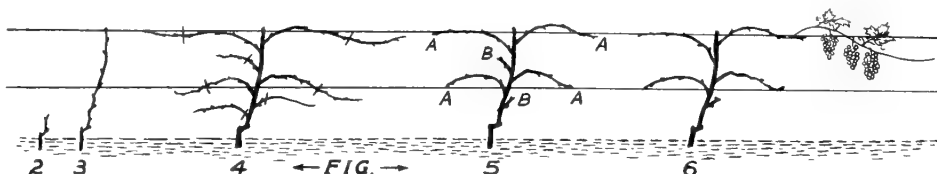
G. BEARING WOOD. Grapes bear on the first 3 or 4 buds of all new shoots which grow off of last year's canes. These shoots will start growing in early May; will have made enough growth by late May to form 2, 3 or 4 flower buds, which will then blossom and grow fruit that season. (See Fig. 6.) This shoot will continue growing the rest of the summer into a cane. These fruit-bearing shoots will come on the second year, and each year thereafter.

H. PRUNING IN AFTER YEARS. (Nov. to Mar.) Consists in selecting shoots of the current year's growth to make replacement canes for tying to the wires for next year's fruiting. These shoots are again cut back to about 6 or 8 buds as described in paragraph F. Likewise 2 spurs are left for growing the next year's replacement canes; while all other shoots as well as last year's fruited canes are removed. In selecting canes in these later years, it is desirable to select those nearest the trunk.

K. 3-WIRE TRELLIS. Many Wisconsin grape growers prefer a 3-wire trellis instead of the 2-wire system described above, thinking that they get more fruit per plant. If you want a 3-wire trellis, attach wires 2½, 4 and 6 feet above ground. The same pruning instructions described above will apply, except that you will prune for 6 canes (for tying to the 3 wires) and 3 spurs, instead of the 4 canes and 2 spurs discussed.

L. WINTER PROTECTION. We recommend that the standard varieties of grapes be covered in Central and Northern Wisconsin. This applies to all varieties except Beta, which is hardy in that region.

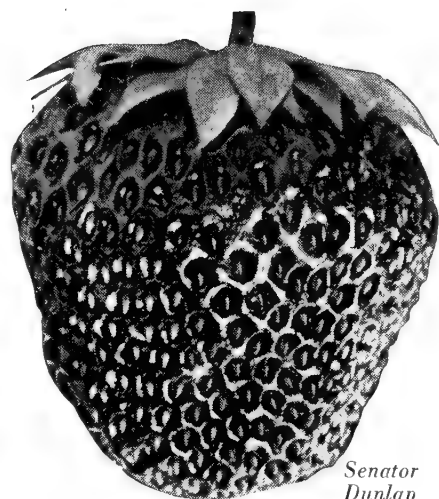
Prune your grapes in the fall after they have ripened. This removes all surplus growth and makes it easier to handle the plant. To cover, remove canes off wires; bend the trunk over to the ground and cover canes with dirt.



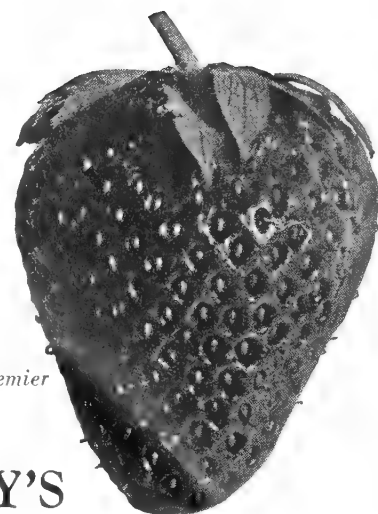
McKAY'S Delicious Strawberries

McKay's Delicious Strawberries have been on trial over a wide territory for many years and have been found extremely hardy. We offer only the best varieties. Blossoms should be picked off from newly set plants until they are well established.

See notes on Strawberry culture on page 46.



Senator Dunlap



Premier

June-Bearing Strawberries

PREMIER. Early. An old popular favorite with Strawberry growers as an early berry. Extensively grown by commercial Strawberry growers, as well as home gardeners. This strong growing, early variety adapts itself to all soils, and has proven unusually satisfactory. The berries are medium red in color, of medium size, moderately firm and of very good quality. Because it is practically frost-proof, it is a sure cropper. The Premier stands at the head of the list.

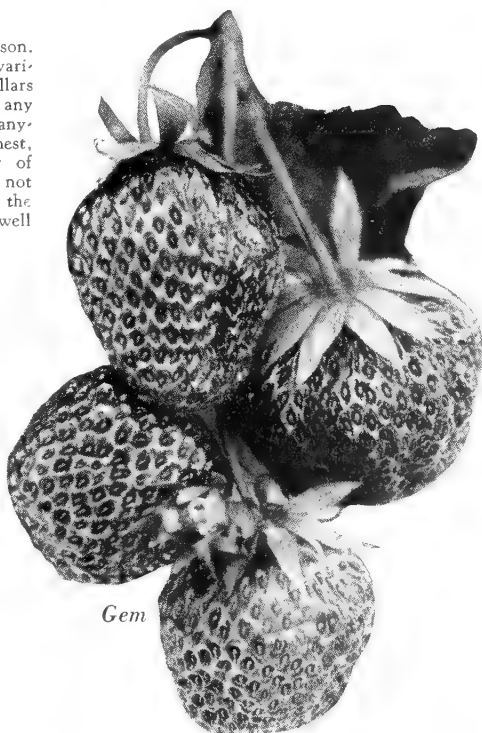
CATSKILL. Late midseason. Produces large, strong plants, that keep the berries off the ground. This makes for cleaner berries and makes picking easier. Makes an ideal fruiting bed. Fruit is of the highest quality, equal to Premier. The berries are large in size, firm, and a bright red color. Considered frost-proof, and can be depended on to produce a bumper crop of fruit annually.

ROBINSON. Late. These extremely large, round, blunt-pointed berries are of top quality. Solid red, full of juice and rich sweet flavor. They have a long fruiting season, starting to ripen soon after Premier and continuing right through the late Strawberry season. The plants are very healthy, good growers and are covered with heavy foliage that makes lots of runners. This makes for a wide matted row of plants and for heavy production. It is a good shipper. A marvelous berry. Latest in June-bearing Strawberries.

SENATOR DUNLAP. Midseason. This is an old well-known variety that has made more dollars for berry growers than any other variety. Grows most anywhere, and is the toughest, healthiest and fastest grower of them all. Berries dark red, not as large as some others, but the quality is fine. It stands up well in dry weather.

Everbearing Strawberries

GEM. This variety is one of the greatest everbearers that we have ever seen. While its June crop of fruit is small, it reaches its peak of production in the fall when you want Strawberries. The berries are medium to large, smooth and of a nice light red color. Very productive, fine appearing. Does best on heavier soils.



Gem



Washington Asparagus

McKAY'S Tender Asparagus

WASHINGTON. A rust-resistant pedigreed Asparagus. As a standard variety for the production of fancy Asparagus for the home or market, it stands ahead of all others in size, vigor, tenderness, quality and rust-resistance.

To make an Asparagus bed, prepare a place of fine loamy soil to which has been added a liberal dressing of manure. Plow or spade deeply. Plant in rows from three to five feet apart and from one to one and one-half feet apart in row. Make a trench about nine inches deep. Plant Asparagus and cover tops with about three inches of dirt. When cultivating, work soil at edge of furrow towards plants so that by midsummer the ground is level. Do not cover six inches deep at first or plants will be smothered. Put on a good coating of manure annually and work it into the soil.

GROW YOUR OWN FRUIT

There is need for more home-grown fruit. Too few of us with land make any attempt to enjoy health-giving fruit for our own use. Every family having land—it doesn't take much—should grow some fruit. It's cheaper to grow it than it is to buy it!

McKAY'S Early Rhubarb

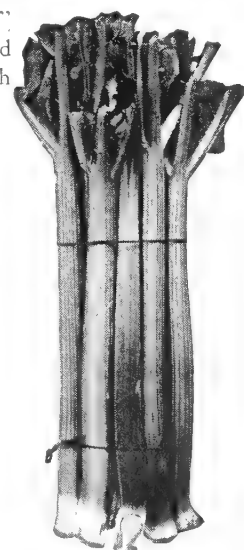
There is no garden of whatever size that cannot have a clump of Rhubarb. There is nothing quite so delightful as the first pie made from fresh Rhubarb grown in your own garden. Stewed Rhubarb with its brisk tartness is delicious and healthful, too, and mighty refreshing in the spring, when we crave fresh things.

Those who know the old "Pie Plant" would hardly recognize the improved varieties with their immense growth and thick, tender stalks.

MacDONALD. A very early new variety and of the highest quality. Stalks large, tender, and of excellent flavor.

RUBY. As its name indicates, it is a new red-stalked variety, beautifully colored. Medium sized stalks, very tender. Unexcelled for pie, cooking or canning.

WATERLOO. A fine flavored red variety with large, tender stalks—the kind that can be used all season. A very profitable variety for the market.



THE HOME ORCHARD

"An Investment in Beauty, Pleasure and Profit"

The typical Wisconsin farm orchard consists of 20 to 60 fruit trees. Because the McKay Nursery Co. believes that every farm owner should grow a more or less complete line of fruit trees as well as small fruits, we present our plan of a "Complete Home Orchard." This orchard will keep the average family supplied with home-grown fruits of various kinds and varieties through the different seasons of the year. This plan can be modified to suit the individual family's wants, tastes, and needs. We present it to you as a guide to work from.

MCKAY'S "COMPLETE ORCHARD"

30 APPLES

- 5 Summer Apples 3 Crab Apples
7 Fall Apples 15 Winter Apples

6 CHERRIES

3 of one early variety. 3 of one late variety.
(If you live in a section of the state where Cherries do not grow, substitute "McKay's Hardy Cherry Plums.")

5 PLUMS

- 1 each of 4 varieties which will ripen in succession through August and September.
1 pollinizer Plum tree to be planted in center of above group.

4 PEARS

- 1 or 2 each of several varieties suitable for your locality.

100 RED RASPBERRIES

- 25 of an early variety.
75 of a standard midseason variety.

25 BLACK RASPBERRIES

6 GOOSEBERRIES

- 3 each of 2 varieties.

9 CURRANTS

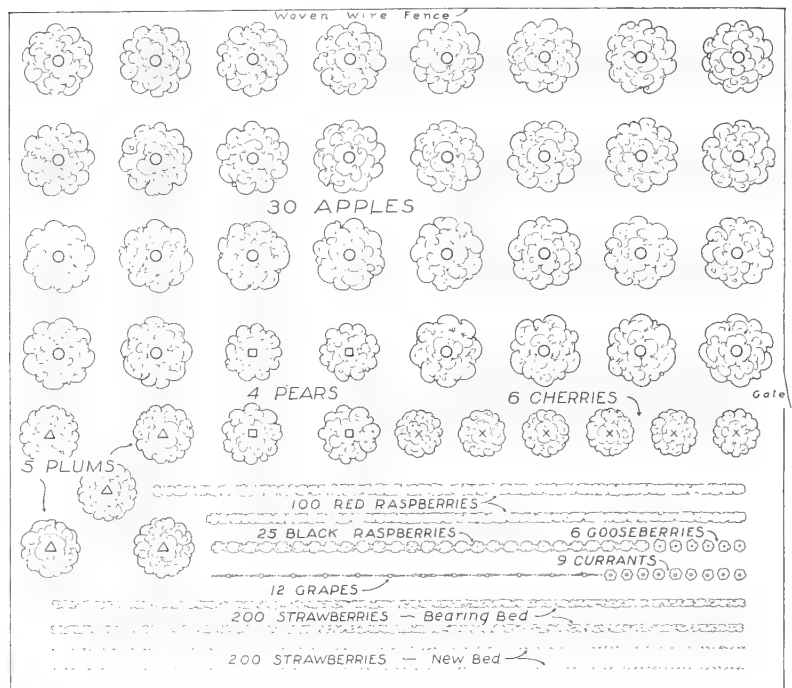
- 6 of one standard juicy variety for jellying.
3 of a variety for pies, marmalades, etc.

12 GRAPES

Made up of several varieties.

200 STRAWBERRIES

- 150 June berries. 50 Everbearing berries.



THE COMPLETE HOME ORCHARD Scale 1"=50'

ORCHARD SITE

The complete "Home Orchard" should be laid out on a piece of land close to the farmstead. This makes it easier to care for it and encourages you to do the work at the proper time. It is also more convenient for the various members of the family to eat and enjoy the ripe fruits.

CULTIVATION

Young Fruit Trees grow best if the ground is cultivated the first few years. This is best done by planting Potatoes or Corn between the rows of fruit trees. If new trees are set out in an old orchard, spade the ground for a 2-foot radius around the tree and then cover ground with a 6- to 8-inch mulch of straw, hay,

or strawy manure. Even a heavy mulch alone on the sod will soon kill out the grass and conserve the moisture for the benefit of the tree.

Small Fruits. Our orchard has 10 feet of headland at the ends of the small fruit rows to allow for horse cultivation. Because farm help is scarce, the small fruits should be cultivated by horse power, not hand labor. Several good ground stirrings with a one-horse cultivator will keep the ground loose, keep weeds down, conserve the moisture, and keep the Raspberries and Strawberries from running all over the patch. Likewise, a 12- to 15-inch mulch of straw between the rows of Raspberries, Currants, Gooseberries and Grapes will answer the same purpose.

RASPBERRY CULTURE

Since raspberries bear only on last year's canes, it is customary to cut out all the old canes (canes that bore fruit) every fall. This throws the strength of the roots into growing new canes which will again bear the following year.

Since raspberries spread by suckers, cultivation or mulching as described above will also keep the rows narrow—not over 18 inches wide. Suckers coming out beyond such a width should be destroyed by the cultivator or choked out with the deep mulch. In this way raspberries are kept manageable and productive indefinitely.

STRAWBERRY CULTURE

Note that our "Complete Home Orchard" plan shows 2 settings of strawberries. The one as a 1-year bearing bed, the other as a newly set bed. The best practice of growing strawberries is to set out a new bed every spring. This newly set bed can be cultivated conveniently with a 1- to 2-horse cultivator while the plants are making runners. The following year it will bear fruit heavily, whereupon it is plowed up in the fall. After being manured in the winter it is ready for a new plant setting in the spring. This rotation makes for the easiest growing and care of a strawberry bed, and gives you the maximum of fruit with the least labor.

PRUNING FRUIT TREES

First Year. (Read planting instructions on page 41.) In general, prune fruit trees to a single leader or main upright branch on which are left 3 to 5 side branches well spaced up and down the trunk, as well as growing out in all four directions of the compass.

Second Year. Further build up the branch formation of your trees to form the above skeleton. Cut out cross branches as well as new sucker side branches. Better to have fewer side branches than too many. If a tree lacked a branch coming out in one direction the first year, leave a sucker that comes out the second year to perfect the tree skeleton. Hold back vigorous growing side branches to gain uniformity in branch growth all around the tree. In succeeding years prune just enough to keep tree balanced and open in growth. This produces larger and better colored fruit.

RODENT PROTECTION

It is advisable to wrap fruit trees with burlap or tar paper the first winters against rabbit and mice injury. Again, ordinary fly screen can be circled around the trunk loosely and left on for several years, or until it rusts off. Be sure to place wrapping below ground, so mice can't get inside it.

SUITABLE PLANTING DISTANCES

NUMBER OF TREES OR PLANTS PER ACRE

Feet	
Apples 20 to 30	1½ x 4 ft. 7260
Pears 16 to 20	1½ x 5 ft. 5808
Cherries 16 to 20	
Plums 16 to 18	3 x 5 ft. 2904
Peaches 16 to 18	3 x 6 ft. 2420
Currants 4 by 6	3 x 7 ft. 2074
Gooseberries ... 4 by 6	
Grapes 6 by 8	4 x 5 ft. 2178
Raspberries 4 by 6	4 x 6 ft. 1815
Strawberries 1½ by 4 or 5	4 x 7 ft. 1555
	6 x 8 ft. 908
	8 x 8 ft. 680
	8 x 10 ft. 545
	16 x 16 ft. 170
	18 x 18 ft. 135
	20 x 20 ft. 110
	24 x 24 ft. 75
	27 x 27 ft. 60
	30 x 30 ft. 48

RULE: Multiply the distance in feet between the rows by the distance the plants are apart in the rows and the product will be the number of square feet for each plant or hill; which, divided into the number of feet in an acre (43,560), will give the number of trees.

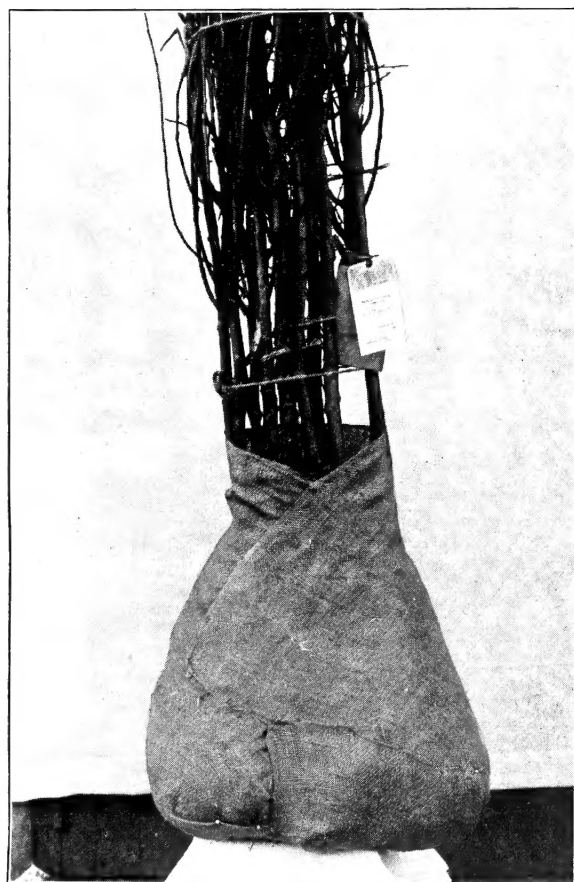
Some General Information About Wisconsin's Greatest Nursery



Loading Stock Directly Into Cars on Sidetracks at Our Nurseries

OUR PACKING AND SHIPPING FACILITIES

We have the most modern buildings possessed by any nursery in the Northwest. Every tree, plant or shrub is packed under cover with wet moss or similar material, wrapped with waterproof paper and burlap, and then immediately shipped or delivered; thus insuring the minimum of exposure to the trees or plants. We have experienced employes who are trained in the handling of our goods. Our many years' experience in the handling of nursery products enables us to deliver stock that satisfies thousands of customers in all sections of the state.



An Order of Fruit Trees, Carefully Wrapped with Wet Packing, Water-Proof Paper, and Burlap

WE INVITE YOU TO VISIT US

This is a cordial invitation to study each page of this catalog carefully, to order such varieties as you may require with the assurance of receiving thorough satisfaction, and to visit the nurseries or the general offices of the McKay Nursery Company whenever it is convenient for you to do so.

OUR NURSERY

Our nurseries are located at Waterloo, Wis. (see map on rear cover.) There we have over 500 acres of choice farm land, devoted to the growing of hardy nursery stock, particularly adapted to our Wisconsin climate. Our soil is ideal for growing good healthy plants with lots of fibrous roots, that are so essential to the successful transplanting of those plants. We offer our nursery goods to you in the firm confidence that they will give you lasting satisfaction.



A Truckload of Balled and Burlapped Evergreens Ready to Leave Our Nurseries

OUR GUARANTEE

We guarantee our stock to be the best quality always, and to be delivered in good condition. We are extremely careful in seeing that all plants and trees are correctly labeled and we hold ourselves prepared to replace, on satisfactory proof, all stock that may prove untrue to the description under which it is sold, or, at our option, to refund the amount paid therefor, but we shall in no case be liable for any sum greater than the amount originally received for said nursery stock.

INSPECTION

Our nurseries are inspected by the state entomologist twice a year, as required by law, and we hold this certificate that our stock is free from injurious insects and contagious diseases.



Moving Large Shade Trees In Winter is Our Business—This Beautiful Tree is Going to a Customer's Property, Where Its Shade Will Be Enjoyed the First Summer

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About Our Representatives

The McKay Nursery Company is represented in practically every community of this territory by a man who practices a service creed. These men comprise a group of alert, industrious, helpful representatives of whom this Company is justly proud.

In serving you, each of our representatives is backed by the Company itself, whose officers have had many years of experience in the nursery business, and whose Landscape Department is one of the best staffed in the Middle West. With their help, your questions can be readily answered. With their help, the best of service is assured.

You may know the McKay representative in your neighborhood. If not, we believe it will be worth your while to make his acquaintance. Just drop us a card and we'll be glad to send you his name and address.

... a Tribute to Horticulture

America's standard of living is the highest in the world. That is because we are not satisfied with what our grandfathers had. We are constantly striving for "something better." That is why our autos, radios, refrigerators and such things are so efficient. That is why we have improved hybrid corn, oats, and marvelous baby beef.

Our horticulturists have also been awake. The various state experiment stations, notably the Minnesota Experiment Station, have done splendid work. They gave us the Latham and other Raspberries, they gave us Luscious Plums, a new race of Hardy Apples, and in a few more years, they will have for us new hardy varieties of Grapes. We are now growing and watching some of these new varieties in our nursery. We will offer them as soon as they have proven their merit.

Old friends will notice that we have increased the number of listed varieties, and as our experience and progress dictated, omitted some no longer worthy of our recommendation.

NURSERY
invites you to visit their
Nurseries at Waterloo, Wis.

